



اَوْبُنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

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1.0 Executive Summary

Nowadays, business is a well-known profession in our world, and if the business is profitable, the entrepreneur can benefit handsomely from the sold goods. As we all know, in order to succeed in industry, we must make a profit to avoid losses in either small or large quantities. Nowadays, business is a well-known profession in our world, and if the business is profitable, the entrepreneur can benefit handsomely from the sold goods. As we all know, in order to succeed in industry, we must make a profit to avoid losses in either small or large quantities. When an entrepreneur starts a company, they must learn strategic management, marketing strategies, a business plan, how to obtain capital and finance, and most importantly, how to develop personal entrepreneurial competencies, which is the focus of this case study of Ujies Collection, a wedding based services and products

2.0 Company Information

Ujies Collection is a business that provides services in the field of weddings such as catering, preparation of wedding dresses, video and photographer as well as the act of the throne that is attractive and meets the tastes of customers who come. Ujies Collection is owned by Norazam Binti Ariffin who has 28 years of experience in sewing and makeup. Ujies Collection was established and registered with Syarikat Suruhanjaya Malaysia (SSM) on 2 May 2018. It operates at No. B40 Level 1 Lorong Sungai Isap Jaya 1, 25150 Kuantan Pahang. Ujies Collection is a sole proprietorship business.

It started from Norazam's skills in sewing and makeup which became a stepping stone for her to start this business. The start -up capital of the business is TEKUN loan capital of RM10.00. The capital is used for deposit payments and store renovations. The money is also used to buy raw materials such as fabrics and accessories.

Started operating in 2018, Ujies Collection managed to thrive in just one year. This is because Norazam's handiwork is very high quality. According to Norazam, before pkp she could earn as much as RM 10,000 to RM 15,000 depending on the customer's package. She aspires to open another branch that focuses in the manufacture of wedding dresses for oversized women.

DETAIL OF INFORMATION	INFORMATION
Business Name	Ujies Collection
Address	No. B40, Level 1 Lorong Sungai Isap Jaya 1, 25150 Kuantan Pahang
Phone No. / Faks	013-926 0502
Form of Business	Sole Proprietorship
Main Activities	Selling Wedding Based Products and Service
Business Registration Date	02 May 2018
Registration Number	201803205019 (CA0277285-U)
Email Address	ujiescollection@gmail.com