



FACULTY OF ART AND DESIGN
INDIVIDUAL ASSIGNMENT
FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

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TABLE OF CONTENT

NO.	CONTENT
1.0	INTRODUCTION
1.1.1	EXECUTIVE SUMMARY
1.1.2	ENTREPRENEUR BACKGROUND
1.2	COMPANY BACKGROUND
1.3	ORGANIZATIONAL STRUCTURE
1.3.1	OBJECTIVE, VISION & MISSION
1.4	PRODUCTS/SERVICES
2.0	ENTERPRENEUR COMPENTENCIES
3.0	APPENDICES

1.0 INTRODUCTION

This research involving a big and amazing company named Faiza sdn.bhd owned by a charismatic and strong willed woman,Puan Faiza Bawumi.This research contains information of this company and its business including the entrepreneur background,business background,organizational structure of the company.Beside that,organizational structure,vision,mission and objective of this company,products and services of faiza sdn.bhd and lastly,the competencies criteria,possessed by the entrepreneur.

1.1.1 EXECUTIVE SUMMARY

Syarikat FAIZA was founded in 1982 and its major business is retail activity. The Syarikat FAIZA was formally established as a member under Syarikat FAIZA Sdn. Bhd. (SFSB). In 1997, Syarikat was invested in risk capital by Padiberas Nasional (BERNAS).

At the end of the 1990s, customers began to analyse the processing and other characteristics of food goods more attentively. At this time, the firm was introduced by Kartanaka, South India to a unique class of medicinal grade rice. It was "Ponni" herbal rice. With a view to a million blows, SFSB rapidly identified rice users' fundamental advantages in their diet with "ponni." Ponni rice is now available across Malaysia under the brand name Taj Mahal.

As a result, Taj Mahal has had a significant influence on customer demand for other SFSB rice products such as Basmathi, Fragrant rice, Thai Super Special, and Local rice.

1.1.2 ENTREPRENEUR BACKGROUND



PUAN FAIZA BAWUMI

Hjh Faiza Bawumi Sayed Ahmad, FAIZA is a strong driving force that has wide-ranging knowledge and expertise within its sector. Faiza Bawumi As we know, the "Bersamamu" reality TV3 is sponsored by Faiza Sdn Bhd. Faiza Sdn Bhd was founded by Hjh Faiza Bawumi Sayed Ahmad, who is 69 years old. She was born in Mesir, with seven siblings' oldest daughter. Her dad is an entrepreneur who manages a restaurant in Mesir. Many Cairo students wanted to have some tasty meals in their business.

Her spouse, Abu Bakar, a Malaysian student earning a degree in religious studies and a master's degree, was highly appreciated by her father at the time. Pn. Hjh Faiza and Abu Bakar had a strong friendship and eventually married. She moved to Malaysia with her late husband, Abu Bakar, in 1964. She now has seven children. Pn. Hjh Faiza, grandmother of 32 grandkids, is hard at work developing plans to boost her country's status and her enterprises.

Despite the fact that she has her own business, she is equally concerned about her family. Education is important to her, so she supports their children and provides opportunities for them to continue their studies at the highest level. She also let her children continue in her footsteps. Two of her children are lecturers, while the rest help her with her business. Her husband holds a position as a religious authority.

1.2 COMPANY BACKGROUND

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- Faiza Bawumi, a homemaker with a lot of energy and ideas in the 1960s, sold bedsheets, founded a spice shop, and then went into the rice wholesale industry. Her firm, SFSB, now transfers RM250 million in rice every year.

MOST people her age would like to relax and unwind, but not Faiza Bawumi Sayed Ahmad. She is still working hard to consolidate her wholesale rice company at the age of 73.

The fact that the founder and managing director of Syarikat Faiza Sdn Bhd (SFSB) has seven children and more than 30 grandkids has not deterred her from her goal of creating a true corporate empire. Not now, and not in the previous 47 years.

Faiza nearly single-handedly founded SFSB in 1968. SFSB is now one of the most trusted brands in the region, offering 21 distinct rice brands, while its subsidiaries Faiza Marketing and Faiza Food sell over 100 food goods such as spices, noodles, ketchup, flour, rock salt, and ketupat cubes.

SFSB is also noted for carving out a specialised market for unique rice varieties such as Faiza Emas, Basmathi (Moghul), Moghul Parboiled, Taj Mahal, Lagenda, Great Wall, Mongkut, and Mahsuri. Faiza, who was born in Egypt, has had a long and difficult road to success.

Faiza, a young mother of one at the time in Batu Pahat, Johor, discovered she couldn't stay idle for long, so she launched a modest company.

She stitched tablecloths and sold bed linens, pillowcases, and encyclopaedias in addition to selling encyclopaedias. Then she went on to talk about spices.

Faiza, although being Egyptian, enjoyed the taste of curry and went into the spice business, grinding and selling fresh spices. She learned how to make curries and create her own spice blends by observing spice vendors at work. Her spices were sold in little containers under the moniker Bunga Raya.

She created all of the spices at home, including washing, drying, and frying them. The spices were purchased on Arab Street in Singapore. Then she went house to house marketing. My sales increased, and I quadrupled my productivity in six months.

Faiza had tried to register her brand name as "Bunga Raya brand" but she did not make it because the name was already taken. She then decided to use her own name for the brand.