



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300 (CASE STUDY)

Name: MUHAMMAD HAIKAL HIRZI BIN MOHD

Class: AD118 4B

Matric Number: 2019273086

Entrepreneur Name: M.O JAYA

Prepared by :

SIR RAJA ATTIK SHARIFUDDIN BIN RAJA ARIF

TABLE OF CONTENT

1.	EXECUTIVE SUMMARY	
2.	ENTREPRENEUR PROFILE	
3.	ENTREPRENEURIAL COMPETENCIES	
4.	APPENDICES	
5.	OVERALL REPORT	
6.	REREFERENCE	

1. EXECUTIVE SUMMARY

Through my interview with Encik Mohamad, the owner of Syarikat M.O Jaya Sdn Bhd, this company is well known throughout the city of Kemaman. This is due to the lack of companies offering services to the public like this company. The services offered by this company are such as development and infrastructure starting from pillar & foundation work, road construction, educational buildings, factories, schools, commercial & residential buildings. With more than thirty (30) years in construction industry, he can be a big role as Managing director and founder M.O Jaya Sdn Berhad, he has play a role in expansion, growth and success company to this day.

However, based on the report that I found there is a problem that needs to be resolved quickly, namely the problem of marketing. The problem overcome with the problem of marketing is the lack of marketing through social media because given that nowadays people use social media from young to old .Furthermore, sufficient expertise and knowledge in marketing strategy, and the location of the premises is not strategic. This marketing problem is closely related to the intelligence of marketing strategies which is essential for all businesses to be more successful.

2. ENTREPRENEUR PROFILE

(OWNER)

NAME	MOHAMAD BIN OTHMAN
AGE	60 YEARS OLD
BIRTHDAY	1 DECEMBER 1960
STAYED	KEMAMAN, TERENGGANU
ETHNICITY	MELAYU
CONTACT	0179779330
ACADEMIC/QUALIFICATION	Diploma of Business Management
BOARD COMMITTEE SERVED ON	Chairman of M.O. Jaya Sdn Berhad
AWARDS/ACHIEVEMENTS	ISO 90001 CERTIFICATION MORE THAN 20 YEARS IN CONSTRUCTION SECTOR

(COMPANY)

NAME of BUSINESS	M.O JAYA SDN BHD
REGISTRATION NO:	199301029023 (283762-T)
MEDIA	Mojaya93@yahoo.com
BACKGROUND	<p>M.O Jaya Sdn Berhad has been in the building industry in Malaysia for more than 30 years, and we owe it to our diligent staff, the board of directors and supportive business associates for the excellence achieved today.</p> <p>Established in December 1993, based in Kemaman Terengganu, M. O Jaya Sdn Berhad is now a well-established construction company specializing in building and infrastructure works ranging from piling & foundation works, road construction, educational buildings, factories, school, commercial building & residential.</p> <p>These works are complemented by industrial building systems, steel fabrication and reinforced concrete structure. Our vision is to be a world-class builder that uplift the construction industry. Propelled by this goal, we can consciously put in our best every aspect in order to achieve the highest quality of building works.</p>
LOCATION	Pt 16095 Chukai Utama, 24000 Kemaman Terengganu
SERVICE INFO	specializes in building and infrastructure work starting from pile & foundation work, road construction, educational buildings, factories, schools, commercial & residential buildings.