



اَوْنَبُوْ سِيْتِي تِي كُوْلُو كِي مَارَا
UNIVERSITI
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MARA

FACULTY OF ART AND DESIGN

INDIVIDUAL ASSIGNMENT

FUNDAMENTAL OF ENTREPRENUERSHIP (ENT300)

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1. EXECUTIVE SUMMARY

I choose Orisahanif Enterprice for my study about this individual assignment. This because I got so much information that can helps me to develop my fundamental in business skill based on the research that I found about this business. Based on the findings during a google search, I have chosen a food -based business which is Orisahanif Enterprice. A company that sells Keropok lekor. This business sells many kind of crackers that was made by seafood but most special is keropok lekor.

Keropok Lekor is the main star of Orisahanif Enterprice's business. This business will make sure that the food that they sell is delicious, affordable, reasonable and healthy for all kind of ages to devour and feel the taste of Terengganu. The main purpose is to give everyone especially those Terengganu food lovers out there a great services and yummiest Keropok lekor they've ever tastes. Not just that, Keropok lekor is nutritious and healthy with an affordable price range. The manager of this business named Taib Bin Muda, known as Pak Embong and also know as Keropok lekor millionare.

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1.1 INTRODUCTION

1.1.1 Entrepreneur background

Orisahanif Enterprise's business location is located in Kampung Kubang Bujuk, Serada, Kuala Terengganu, Terengganu. This business offers food products that are very popular and originate from Terengganu. special foods served are Keropok Lekor and other foods such as Keropok kering, Keropok lekor raw and types of keropok lekor dishes served in various ways.

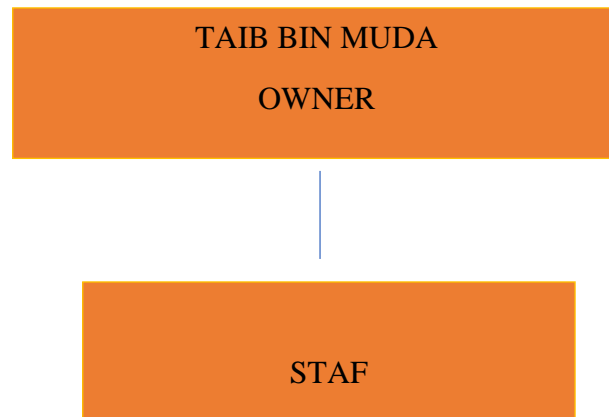
The target customers for this business are residents in the business area and customers from the capital city of Kuala Lumpur heading to Kuala Terengganu as well as most tourists from abroad. most customers want the best quality keropok lekor and quality, so this business offers various types of keropok lekor the best and quality as well as halal.

Offer a reasonable price and in accordance with the product produced. Keropok lekor is the main menu served to customers because of the uniqueness of its maker. a packet of keropok lekor is sold at a very reasonable price.

1.1.2 BACKGROUND OF BUSINESS

The founder of the Orisahanif Enterprise business is Taib bin Muda or better known as Pak Embong who is 65 years old and lives in Kampung Banggol Katong, Serada, Kuala Terengganu, Terengganu. He has a wife named Suri Ngah bin Taib who is 52 years old and he was blessed with 7 children and some of them were married.

1.1.3 ORGANIZATIONAL CHART



STAFF	ROLE	RESPOSIBILITY
OWNER	MANAGER OF Orisahanif Enterprise	-PROVING THE BUSINESS RUN SMOOTHLY -MANAGING EMPLOYEE WELFARE -PAYING THE EMPLOYEE A SALARIES.
STAFF	-FINANCIAL -PRODUCT MANAGEMENT -PRODUCT PREPARATION -RAW MATERIAL PREPARATION	-MANAGING BUSINESS FINANCE -MANAGING THE PRODUCT QUALITY -PROVIDE THE BEST SERVICE TO THE CUSTOMERS.

Encik Taib bin Musa is the manager and managing director of the Orisahanif Enterprise business who is assisted by several staff in managing the business.

There are 5 Orisahanif Enterprise business branches opened, which is Kuala Terengganu, Terengganu, Cameron Highland, Pahang and Gua Musang, Kelantan.

1.1.4 PRODUCTS / SERVICES

This business offers food products that are very popular and originate from Terengganu. Special foods served are Keropok Lekor and other foods such as Keropok kering, Keropok lekor raw and types of keropok lekor dishes served in various ways. All of these menu are seafood and most importantly the food produced is halal and healthy.

1.2 COMPANY INFORMATION

The business run by Mr. Taib, better known as Pak Embong, is a business that start with the modal of RM200. The company grew and managed to make Pak Embong get the title of Keropok Lekor Millionaire. This business located at A-37, Jalan Banggol Katong, Serada, Kampung Kubang Bujuk, Terengganu, 20050 Kuala Terengganu. Any questions can call Phone: 019-979 9128.

