



**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT 300)**

**CASE STUDY:
Sinar Saujan Hiasan Lampu Enterprise**

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1. Executive Summary

In this case study, I managed to evaluate new knowledge about real businesses that happens out there. Besides, I also managed to know about the owner's personal entrepreneurial competencies and understand the business's performance through the SWOT analysis which contains of strength, weaknesses, opportunity, and threat. The methods that used to study the analysis is face-to-face interviews with the management of the company through phone call and review from people already have purchased and taste the products. But here, my case study is individual because we are in PKP. So, I already chose the products in google.

The business that I choose in this case study is Sinar Saujana Hiasan Lampu Enterprise which is a lamp store that owned by Ani Binti Ahmad located at Sungai Buloh in Selangor. This store has been recognized especially by all Bandar Saujana Utama residence. One of the main reasons of its known by the local because due to the insufficient of electrical store. Sinar Saujana Hiasan Lampu provide high quality of electrical product and have a good value of services at affordable prices. The store offered so many variety selection of the products and services such as lamp fans, electrical appliances such as socket, plug, wire and so on, ironworks such as grills, awning, skylight and others, wiring and plumbing. All the product came with many types as example for the lamp are outdoor or indoor types ,brand either local brand or imported one. Which mean customer can have a lot chooses to be selected based.

Based on the observations made, we found out that the major problem that was faced by Sinar Saujana Hiasan Lampu Enterprise is lack of expertise which lead to decreasing amount of customer comes to their store and the best method to overcome the problem was by develop new marketing strategies by using our trends and modern technologies such as with online advertising platforms such as Facebook, Instagram, Blog and Twitter to promote their business's best visual content. Sinar Saujana Hiasan Lampu Enterprise also needs to face with other competitors and it likes to set a lower price compared to prices set by Sinar Saujana Hiasan Lampu Enterprise. But, the price set by Sinar Saujana Hiasan Lampu Enterprise was worth to the quality of services.

2. Business Description

2.1 Entrepreneur Background

❖ Founder's name :

Ani Binti Ahmad

❖ Company's name :

Sinar Saujana Hiasan Lampu Enterprise

❖ Address :

No 11G Jalan Bidara 10,

Bandar Saujana Utama,

47000 Sungai Buloh,

Selangor.

❖ Phone Number :

i. 018-2154056

ii. 018-3740354

❖ Office Contact Number :

1 03-60383768

❖ Official Social Media :

Facebook : Sinar Saujana Hiasan Lampu Enterprise

❖ Operation Hours :

10.00am – 9.00pm

2.2 Organizational Chart

Sinar Saujana Hiasan Lampu Enterprise has been operates by consists of 3 members only , which are the owner is founder, second the general manager who is also works as financial manager and the third the is marketing manager, which is works as well as operational manager.

