



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY

Mrs. Khadijah (ROJAK KHADIJAH YK)

FACULTY & PROGRAMME: FACULTY SCIENCE AND MATH(CS110)

SEMESTER : 4

STUDENT NAME : MUHD DAIM BIN BAHANUDIN

ID NUMBER : 2019410872

LECTURER NAME : SIR RAJA ATTIK ARIFFUDDIN BIN RAJA ARIFF

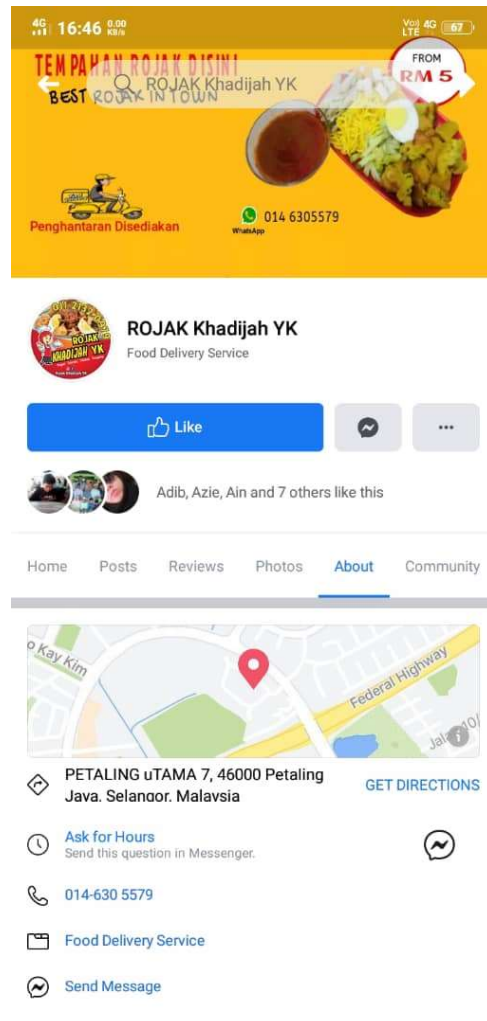
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2. ENTREPRENEURIAL COMPETENCIES	
2.1 Explain at least FOUR (4) entrepreneurial competencies possessed by the selected entrepreneur.	7

ENTERPRENEUR PROFILE

- Entrepreneur background
 - Name: Mrs. Khadijah
 - Lived at: Petaling Utama, Petaling Jaya, Selangor.
 - Occupation: Full-time homemaker and a businesswoman.
- Background business
 - Have various account on social media such as Instagram, Facebook and Whatsapp

(Facebook)

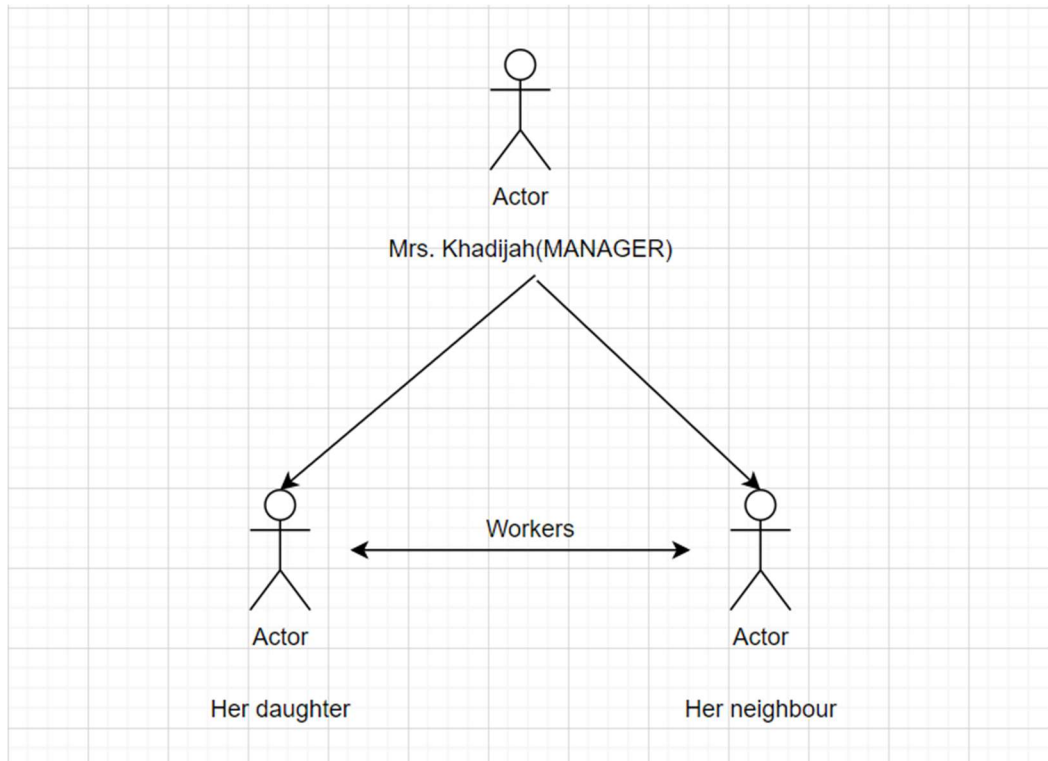


(Instagram)



- Receive order from customer and make order from house and sent to the customer with Cash On Delivery(COD) or Lalamove.
- Open order when stock is ready and order closed when hits until 500 order in a day.
- Have two workers which is her daughter and her neighbour to help cut the raw material
- Holiday on weekend and public holiday

- Organizational Structure/chart



- Products/Services

- Make 'Rojak' business and other food to such as 'Rendang', 'Serunding' and many orders that she can accept as the business.



ENTERPRENEURIAL COMPETENCIES

- Started business at 2019 just a small business and sold around the neighbourhood only but started sold wider on the first pandemic Covid-19 until now. Have to make business in the pandemic Covid-19 and Movement Control Order(MCO)
- At first worked alone when receive 100-200 order per day. She very tired to make the business alone and started finds workers when the order hits 500-600 order per day.
- Have to satisfy the customer about the products and convincing the customers to repeats the order
- Have to compete with other 'Rojak' business around the neighbourhood and Petaling Utama area and to proving the other competitors that her business is the best.

EXECUTIVE SUMMARY

- Lets support Khadijah YK's business because the products are so delicious because I already tasted the 'Rojak' and all the customers who buy the products vey satisfy with it and repeats the order so many times.
- The price is only RM 5 each and it very reasonable because it vey delicious and have a normal and nice packaging.