



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT300)**

**CASE STUDY**

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## **1.0 EXECUTIVE SUMMARY**

Entrepreneur are individuals who actively form or lead their own business and nature them for growth and prosperity. Regarding to complete assessment for ENT300 we have to carry out the report about business enterprise. The business that have been choose for this report is Diniey Lover Enterprise. This purpose of this report is to find what the characteristic of entrepreneur to make sure the business is successful. An array of studies has shown a positive relationship between characteristic of entrepreneur and business performance. Besides that, the traditional view of task performance focuses mainly on what is within an entrepreneur behavior description with taking in to account an entrepreneur explicit contribution to their business. This report follow the understanding that entrepreneurs motivation where it looking for viewed as the willingness of an entrepreneurial behaviors.

## **2.0. INTRODUCTION**

### **2.1. Entrepreneur**

In this case study, I decided to choose Diniey Lover Enterprise as the company for this research. Rohani Sulong is the owner of Diniey Lover Enterprise. He was 41 years old and started her beginning in this industry when she was 36 years old. She was born 20 October 1979 and second daughter from five siblings. She lived in Jalan Nuri Taman Scientax, Pasir Gudang, Johor. After her mother pass away she looked and acted as their mother for her siblings. Because she come from poor family, this make Rohani Sulong became someone with full responsible and big heart person. Rohani sulong is immigrated to the Pasir Gudang, Johor Bharu from Pasir Putih, Kelantan after graduating secondary school. Before she start the business, she work at oil and gas factory in Johor to support her siblings that further study. Then, she resigned the job after got married with her husband name Suhaimi bin Ibrahim and be full housewife. Bored in the house then she begin to interest in bakery especially making bread. She goes many training center to improve her skill and knowledge in culinary especially in that field. Even she have to spend much to get the class, she think it nothing than the knowledge and skill that she will get. Because she is independent woman since teenagers, she do not want to burden her husband to buy thing for her even her husband is can support her. With this mindset then she come up with the idea to open her own business. Then she started bought equipment for her business. At the beginning she just produce small amount because of limited equipment besides the people not recognize her business yet.

This company establish on 12 September 2015. This business is sole proprietorship. Before she start the business, she did not have many experience in this field, but she confident to manage her own business and have a goal to make their business one of successful business. The name Diniey Lover Enterprise is short form from her name and her husband name Suhaimi bin Ibrahim which his nickname is rudy. So 'di' is last name of her husband and 'niey' is last word her name and 'lover' take from how much she love to do a bakery. So complete the name of Diniey Lover Enterprise. The main purpose of establish this company because she notice there do not have any bakery shop around the neighborhood while the people have their own career and sometime did not have enough time to take breakfast before go to work. So diniey decided to solve the problem face by their neighborhood

In her business, she focus more on produce variety of bread besides became one of silver agent Fareha Scaff. Sources of startup capital was RM5000 to buy equipment and raw

material and then always up graded her equipment with revenue that she got. In this business she expected revenue RM2500 every month and about RM24000 every years. She also have a few team members name, Nurul Najwa, Tuan Fauziah and Huzaimah to help in the production process. They can produce about 1000 pieces of breads in one day. To be a big bread supplier she must come up with big strategies not only in their production and organizations but also in their bread recipe. So, Rohani Sulong make an incentive to make different bread from their competitor. Special bread from Diniey Lover Enterprise is not only delicious and fluffy but their bread did not use any chemical ingredient to make the bread long lasting and the important part is the price is affordable not only for people but for the student . The fresh breads from bakery deliver to the customer right after baked so that the good quality can customers receive. Their specialty not used chemical ingredient also make one of the school accepted Diniey Lover Enterprise to supply bread at their school because their breads is considered as a healthy bread. Diniey Lover Enterprise also make a charity work such as give food for orphanage and also. With the consistency from their services and products Diniey Lover Enterprise and career Rohani Sulong as an entrepreneur in this industry have a bright future.