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MARA

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DIPLOMA IN BANKING (BA119)
(BA1195G)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

"CASE STUDY"
Medin Fragrance



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1.0 EXECUTIVE SUMMARY

Medin Fragrance (Registration Number 0025597771-U) has been a registered partnership company since December 2016. The company's core focuses on the growth of products such as fragrances, perfumes, soaps and fragrance accessories. For 1 year in 2015, Medin Fragrance has been running online from home. Medin Fragrance has successfully opened a business facility thanks to its overwhelming response. The owner of the Medin Fragrance Company said RM5000 is the beginning of the budget he wants for his own firm. He has been in the perfume business for seven years. For the first three years is the trial period for the test market. This is to determine whether the demand for this perfume is high from the customers. At the beginning, he initially sold perfumes without a brand. After that, the demand for his fragrance is high. Next, he invests in the production of perfumes and his own company. Medin's company business strategy is the factory, store and office in one place. Next to raise revenue for each month with a stockist, an agent, and dropship. Using a social media channel is the most effective marketing technique for the Medin company.

2.0 INTRODUCTION

ENTREPRENEUR

Medin Fragrance (registration number 0025597771-U) is a partnership company founded in December 2016 by Mohd Fitri bin Mohamad Phahimi and Nor Shaz Anira bt Mohamad Hasni. Nur Falisha Medina is the name of the organisation inspired by the name of the businessman's first born. The company's base centres on the manufacture of items such as fragrances, perfumes, soaps and fragrance accessories.

(Business Owner 1)

Name: Nor Shaz Anira bt Mohamad Hasni
Home Address: D-16-11, APT Lakeview, Taman Jasa Perwira, Jalan Sg Tua, 68100 Batu Caves, Selangor
No. Phone: 012-699 6196
No. Identification Card: 900707055202
Date of Birth: 07-07-1990
Race: Malay
Gender: Female
Citizenship: Citizens of Malaysia
Status: Married

(Business Owner 2)

Name: Mohd Fitri B Mohamad Phahimi
Home Address: : D-16-11, APT Lakeview, Taman Jasa Perwira, Jalan Sg Tua, 68100 Batu Caves, Selangor
No. Phone: 017-317 5033
No. Identification Card: 890507145215
Date of Birth: 07-05-1989
Race : Malay
Gender : Male
Citizenship: Citizens of Malaysia
Status: Married

However, Entrepreneurship education seeks to provide students in a range of contexts with the knowledge, expertise and motivation they need to help entrepreneurs. Variations in entrepreneurship education are provided at all levels by primary or high schools, as well as through university programmes. Entrepreneurship education focuses on the creation or attribution of skills that facilitate the realisation of opportunities. In this research, we are doing a case study of a business to learn about their economy, organisation and management. We will hear about a product, the nature of the product, and the problems it encounters in everyday life.

In this case study, by doing a business strategy, it helps one to improve our abilities later. In end, this assignment is ideal for the student when they think about the corporations in their lifetime.