



**FACULTY OF BUSINESS MANAGEMENT**  
**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**INDIVIDUAL ASSIGNMENT**

**CASE STUDY**

**PREPARED BY:**

AISYAH BINTI HARUN (2018803278)

**PREPARED FOR:**

MADAM NUR HAZELN MAT RUSOK

**GROUP:**

D1BA1195G

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## TABLE OF CONTENT

<b>No</b>	<b>Content</b>
1.0	Executive Summary
2.0	Introduction
2.1	Company Background
2.2	Organizational Structure
2.3	Products or Services
3.0	Entrepreneur Characteristics
4.0	References
5.0	Appendices
6.0	Overall Report

## **1.0 EXECUTIVE SUMMARY**

Regarding to fulfill my individual assignment for Fundamental of Entrepreneurship (ENT300), I need to conduct a case study which is a case study based on company's information. In this case study, company that I chose is Project Outdoor. Because of pandemic Covid-19, I had an interview session with the director of Projek Outdoor through Whatsapp application to get more information about his business. Mohammad Nazirul Nazrin bin Abdul Rahman is Director of Projek Outdoor. The interview session was going smoothly. I got a lot of information about a background of the company.

## 2.0 INTRODUCTION

Based on this case study, I need to choose any company which is their annual sales not exceed RM250,000. Regarding to this requirement, I chose Projek Outdoor company located at No 101A, Kampung Ulu Slim 35800, Slim River, Perak. I need to get a lot of information to finish this case study successfully. So, I decided to have an interview session through Whatsapp Application with the director of Projek Outdoor and some of the information I can get through Project Outdoor Official Website.

Entrepreneurship can be defined as the activity of setting up a business, and taking on financial risks in the hope of making profit. In early 1900s, Joseph Schumpeter termed 'entrepreneur' as an innovator who introduced new innovation to replace old products and old ways of doing things. He described the process as 'creative destruction' to signify creativity of new products or services to replace or destruct old ones.

Entrepreneurship is the act of creating a business or businesses while building and scaling it to generate a profit. However, as a basic entrepreneurship definition, it's a bit limiting. The more modern entrepreneurship definition is also about transforming the world by solving big problems. Like initiating social change, creating an innovative product or presenting a new life-changing solution.

In addition, full name of the director is Mohammad Nazirul Nazrin bin Abdul Rahman. He is 25 years old. Born in Hospital Tanjung Malim, Perak. He lives in No 101A, Kampung Ulu Slim 35800, Slim River, Perak. He is the third child of six siblings. His primary school is SK Ulu Slim while his secondary school is SABK Daerah Batang Padang and SMKA Slim River. Then, he further studies in Kolej Matrikulasi Selangor and Degree in University Sains Islam Malaysia (USIM). Based on our interview session, he attracted to do this business in first year degree which is 2015. His family also give a moral support to him as it quite tough to manage the business alone.

Moreover, his business took one year to develop and got a positive feedback from customer. This company own 20 freelance worker. Annual sales in 2019 for this company is RM 246,000. Next, customer can book their slots through Whatsapp, Facebook, Instagram application and Project Outdoor official website.

His personal achievement is TV1 invited him to give a talk in Selamat Pagi Malaysia show in 17<sup>th</sup> August 2018. He posted this memorable moment in his Instagram feed. In addition, for his business achievement he got an award for FEM Entrepreneur of the Year 2017 from USIM.