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UNIVERSITI
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MARA

**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

CASE STUDY REPORT

MATANG DAGANG Enterprise



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TABLE OF CONTENT

1. EXECUTIVE SUMMARY.....	3
2.0 BUSNIESS DESCRIPTION.....	4
2.1 MATANG DAGANG Enterprise performance.....	5
2.2 CEO Line.....	6
2.3 Products and Service.....	6
3.0 ENTREPRENEURIAL CHARACTERISTICS	7
3.1 Sees and acts on opportunities.....	8
3.2 Systematic Planning.....	9
3.3Problem Solving.....	10
3.4 Suggestion.....	11
4.0 Appendixes.....	12-14
5.0 References.....	15

1. EXECUTIVE SUMMARY

In this era of freedom has brought about a form of business that has revolutionized the way in which the companies of previous operates. There are many possible explanations for the rise of this form business in society, and all of these explanations are debatable. And if we see more specifically into a village, there are many farmers and breeders such as if farmers is oil palm and if breeders is cow, goat, chicken, duck and etc. With this it will generate a demand for an animal feed and organic fertilizer and for this case study we will more focus on animal feed. In village society, majority will have an animal as a pet or as a product like cat or birds as a pet and cow and goat as a product to sell but all of these need a specific food to stay healthier and it hard to find a premises that sell animal feed in the village society only at hometown we will find it but it too far and expensive.

This report is prepared as one the requirements of this subject, Fundamental of Entrepreneurship (ENT300). This report will be focusing on the chosen company background and two factors on Personal Entrepreneurial Competencies (PECs) must be included.

MATANG DAGANG Enterprise is the one I choose for this report. MATANG DAGANG Enterprise is a kampong Matang based company that supply animal feed. Matang Dagang Enterprise supply a cow, cat, goat, birds, chicken and duck feed also they have supply a cat and birds cage and former bird food. Matang Dagang Enterprise is the first store that provide an animal feed in village society also the price is less than at the hometown.

All the information about this company will be elaborate more of the key characteristics. The two biggest characteristics sees and acts on opportunities and problem solving and also add on the systematic planning. And in the end of entrepreneurial characteristic I also give an suggestions to Matang Dagang Enterprise for improve and support their problem solving.

2.0 Business Description

Founder of MATANG DAGANG Enterprise is Nurul Asilah Sulaiman and her husband.

MATANG DAGANG Enterprise was founded on 17/11/2019

Located in Lot 2060 B, Kampong Matang, 21700 Kuala Berang, Terengganu

MATANG DAGANG Enterprise name was created by the owner because the owner inspired with the village people itself that majority was a farmers and breeders that need a supplier so, they come out with this name for help them especially the breeders.

2.1 MATANG DAGANG Enterprise Business Performance

Matang Dagang Enterprise was founded in 2018, launching its first shop later that year 2019 which in that year the breeders still curious with the product that they were supply. So, the owner only supplied three animal feed which chicken feed, cow feed and cat feed at the beginning. However, when the breeders saw the result for using the product that Matang Dagang Enterprise were supplied they give a good response with keep repeating to bought the animal feed at Matang Dagang Enterprise. In early august 2020, Matang Dagang Enterprise come out with more animal feed for example cow feed have a three to five types and its goes same to chicken feed. With the good response from the consumer, Matang Dagang Enterprise was bravely to supply a more types of good quality product with the lower price in the market and while sales figures and revenue have risen since that time.