



اُنْبُوْءِ سَيِّدِيْ تَكُوْنُوْا لِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)**

**CASE STUDY: NEDA ZAINAL EMPIRE**

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## **EXECUTIVE SUMMARY**

Regarding to fulfil Fundamentals of Entrepreneurship (ENT300) course requirement, the student should carry out a case study. The student had to choose one company to complete their work. I have chosen Neda Zainal Empire for my assignment. Due to that, I need to collect some information that related to my assignment. In the process of completing the task, I went myself to Neda Zainal Empire place for an interview session. From the interview session, I can find out some information needed such as the background of the company, details about the products, personal information about the entrepreneur itself and many more. Besides that, I also asked her about her first capital during her first time running her business and her monthly profits. At the same time, I also enable to analysis the way she managed her business and her personal characteristics as an entrepreneur.

## **1.0 INTRODUCTION**

Based on the case study, the student should find a company that their capital is not exceed RM250 000 a year. So, I decided to choose Neda Zainal Empire to evaluate about the business and details about the entrepreneur. Neda Zainal Empire was located at Lot 101, Kampung Chekok 16600, Pulai Chondong, Kelantan. I managed to get all the information through an interview session with the owner of the company which is Mrs Nor Azneda.

The student also required to choose a company that registered by Companies Commission of Malaysia (CCM) or in other words is Suruhanjaya Syarikat Malaysia (SSM). This case study is individual which mean one student should carry one task. In order to collect all the information needed, I went to Neda Zainal Empire for an interview session. The reason why I choose this company is because its located near my housing area and to know how she managed her business.

The objectives of this case study are to access application on the theories and concepts that have already learned in subject Fundamentals of Entrepreneurship (ENT 300). From doing this kind of assignment, the student should be able to know about the business and about the entrepreneurial characteristics that own by the entrepreneur.

## 2.0 BUSINESS DESCRIPTION

### 2.1 BUSINESS BACKGROUND



Figure 1

Name of Business	Neda Zainal Empire
Business Address	Lot 101, Kampung Chekok 16600, Pulai Chondong Kelantan
Correspondence Address	Lot 101, Kampung Chekok 16600, Pulai Chondong Kelantan
Email	<a href="mailto:norazneda@gmail.com">norazneda@gmail.com</a>
Phone Number	0179564656
Fax Number	-
Instagram	@bychefiza_machang
Facebook	Nor Azneda
Form of Business	Sole proprietorship
Main Activity	Neda Zainal Empire do sales online and retail
Products	<ul style="list-style-type: none"><li>- BCF Scarves</li><li>- BCF Hand socks</li><li>- BCF Snow caps</li><li>- BCF Facemasks</li></ul>
Date of Commencement	23 <sup>rd</sup> March 2017
Date of Registration	16 <sup>th</sup> October 2019
Registration Number	SSM Number: KT0455387-P