



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**INDIVIDUAL ASSIGNMENT:**

CASE STUDY : AIM FURNITURE ENTERPRISE

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## **1.0 EXECUTIVE SUMMARY**

This is a case study report, conducted by researcher to fulfil the requirements as part of completing the course of Fundamentals of Entrepreneurship (ENT300). Generally, this case study requires the researcher to pick one correspondent entrepreneur and study about her/him company. During a case study, the researcher need to collect all information about a company to complete study case, so I decided to contact the owner of Aim Furniture Enterprise to do an interview session with the owner who is Encik Muhammad Aiman Bin Ramli through phone calls. Besides that, I also do some research from the Internet about Aim Furniture Enterprise to get more information about this company. From the interview session and research, I have known about their background of business, background of company's owner and entrepreneurial characteristics. Lastly, I also able to know the real life situation where I listen the existence problem that needs to be solved by the owner when I already interviewed him through phone calls.

**AKABENTUK & PERABO**

## **2.0 INTRODUCTION**

Based on the case study, I need to find out one company that their annual sales are not exceeding RM250, 000. Therefore, I decided to choose Aim Furniture Enterprise located at 58-H, Kedai Lama Kampong Rantau Panjang, 17200 Rantau Panjang, Kelantan to evaluate the business and try to get a lot of information by interview the owner through phone calls and research from the Internet. The location of this company can be considered as a strategic because of its facilities and business environment.

In this case study, I should choose one small and medium enterprise (SMEs) or partnership's company in Malaysia. The Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or well known as SSM). Next, the company that selected also must have five to 10 employees and the company should have monthly profit between RM5, 000 to RM10, 000. So, Aim Furniture Enterprise fulfil all of this requirements. Aim Furniture Enterprise provides furniture selling and furniture repair services. Example of furniture that provided by Aim Furniture Enterprise are dining table, chair, cabinet and bookshelves. Besides, their company also provide repair services for various types of furniture at reasonable prices.

The purpose of this case study is to provide a better understanding for me to assess my chosen business plan. This case study is done to analyse in detail about a business for me to be able to manage one effectively and efficiently in the future. I also able to assess my knowledge in entrepreneurship in this study.

**KABENTUK & PERABO**

## 2.1 ENTREPRENEUR PROFILE

Aim Furniture Enterprise is owned by Muhammad Aiman Bin Ramli and his nickname is Aim. Mr. Aim was born in his family home which is at Kampung Rantau Panjang, Kelantan and he still staying at this home until now. He is the fourth child of four siblings. So, Mr. Aim is the youngest child in his family. Mr. Aim started school at Sekolah Kebangsaan Sri Rantau Panjang 2 and for secondary school he attended Sekolah Menengah Kebangsaan Rantau Panjang, Kelantan. Next, he continued his studies in Universiti Teknologi Mara (UiTM) Kelantan in the field of business management. Start from that, he became interested to know more about business.

After he graduated, he has decided to assist his father (Ramli Bin Hassan) in providing furniture repair services. His father doing this service at their family home. After two years of helping his father doing this service, his father had asked him to take over in providing furniture repair service. While providing furniture repair service, Mr. Aim has also begun to learn how to make the furniture from his uncle which whom is a furniture maker.

In 13<sup>th</sup> November 2015, once he was convinced that he was skilled in repairing and making furniture, he decided to open his own company which is Aim Furniture Enterprise located at 58-H, Kedai Lama Kampong Rantau Panjang, 17200 Rantau Panjang, Kelantan. The company's name was chosen in conjunction with his nickname which is Aim. After nine months of opening his company, Mr. Aim start hire employees to make sure all operation in their company be smoothly. There are nine employees in his company.

The manager of Aim Furniture Enterprise is Nurul Hanani Binti Mohd Nasir who responsible to manage the company when the owner was not around. Manager know very well all about the company. The manager also manages the other employees when they need her to tell about problem that happen. Miss Nurul Hanani Binti Mohd Nasir also responsible to deal with the supplier to check the stocks of product that received at the company are safe and also enough as they ordered.

The sales are Muhammad Fazrul Bin Kamaruddin and Siti Nur Fadhilah Binti Shaari who responsible to selling and promoting products through online or offline. They need to have high level of vision and build good relationships with many people so that the sales of product that provide by Aim Furniture Enterprise become increase. They are also responsible for customer satisfaction by knowing the level of customers' satisfaction against the services that provide by Aim Furniture Enterprise.