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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTERPRENEURSHIP

ENT 300

CASE STUDY ON SOLE PROPRIETERSHIP

“K’LA PUSAT KECANTIKAN RAMBUT”

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1.0 EXECUTIVE SUMMARY

We need to conduct a case study in order to fulfill the Fundamental Entrepreneurship (ENT300) course requirement. This case study is about the single owner. Sole proprietorship is a company that a natural individual or person owns and runs. This is the easiest form of business entity. A legal body is the sole proprietorship. The corporation has no independent life from the creator, who is called the owner. We need to collect all the data about an organization during a case study to complete this case study. We can't walk in the interview because of the pandemic covid-19 that our nation faced, so we decided to interview through whatsapp. So, we agreed to contact the K'La Pusat Kecantikan Rambut's owner to hold an interview session with the owner herself. We learned about their profile, their business history, their business profile, and even the attributes of becoming an entrepreneur from the interview.

2.0 INTRODUCTION

On the basis of the case study, we need to find a single business in a year that does not surpass RM250000 in revenue. So, we decided to choose K'La Pusat Kecantikan Rambut, located in Machang, Kelantan, to assess the success of the company and try to get a lot of data through a private interview with the owner herself.

We should pick one small and medium-sized enterprise (SMEs) in Malaysia during the case study, which must be registered with the Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). This case study consists of an individual project, so I interview myself with the aid of the lecturer, family, and friend. So, in order to gather all the data we need, we need to interview the owner to get the data we want. We agreed, as a result, to choose K'La Pusat Kecantikan Rambut. Especially during this pandemic, the reason why we choose this local product business is to know how they manage their business. Madam Fazilawati is the owner of the hair saloon for female.

The purpose of the case study is to apply real-life scenarios to theories and concepts learned in lecture. Through the case study, students will be able to develop their abilities in problem solving and decision-making.

3.0 ENTREPRENEUR PROFILE

K'La Pusat Kecantikan Rambut is owned by a female entrepreneur who is known as K'La. K'La or her name is Fazilawati binti Abdullah is a famous barber entrepreneurs around Machang. She is known for her good manners and always puts her customer's priority first because customers always right. Her educational background is that she obtained her SPM, and continued her education at the STPM level and then continued her studies at the diploma level in the field of beauty.

She has been involved in the business world since 1998 until now. She has been through many twists and turns of challenges to get to this stage. As the saying goes, in the past, she ate more salt than the entrepreneurs who are now known in the business industry. Due to her interest in beauty, she has come up with the idea to open a hair beauty center business for women. With so many barber services for men, she has tried the opportunity to open a barber business specifically for women only. This made him known to the public.

Among the challenges she faced throughout the business was the lack of customers. Furthermore, the country is suffering from the covid-19 pandemic; its business is declining because customers out there are worried about their safety because the covid-19 virus is easily spread. However, she continued her business even though this pandemic was not over yet. Every business during this pandemic must be done in accordance with the standard operating procedures (sop) set by the government. Every business premise needs to take some information and check the body temperature of their customers who want to enter their business premises.

The way to overcome this challenge is to have the courage to promote our business to the public faced to face as well as create business ads on social media such as instagram, whatsapp and facebook. In this way, more people out there can get to know the services offered at her business. The tips that can she share to stay in the business in a long-term is the most important patience is very important. Without patience, we will quickly give up further damaging our business. Many traders out there who do not have a high level of patience will result in their business falling.