



اَوْنِبُوْرَسِيْتِي تِيكِنُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP
INDIVIDUAL ASSIGNMENT : CASE STUDY

Of

DARUL NAIM PRINTING

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EXECUTIVE SUMMARY

Regarding to fulfil Fundamentals of Entrepreneurship (ENT300) course requirement, the case study must be carry out. This case study needs to contain all research and information about one company picked to be identified. The company selected was Darul Naim Printing which is located in Kelantan. The methodology used to complete this coursework are by executing an online interview via 'whatsapp' with the owner itself, Miss Siti Zuraida Binti Zulkipli and online research through internet and websites. The contents which include in this case study are business profile and history, the characteristics of entrepreneur and how the business operate.

1.0 INTRODUCTION

In this case study, it is essential to find any small and medium enterprise (SMEs) which keep arising in Malaysia. To discover and research the purpose of development, the perfect company needs to be referred. In addition, there are some criteria to help students to find a suitable company. First, the company must be registered in Suruhanjaya Syarikat Malaysia (SSM) to certify the business according to the act of company in Malaysia. The sales must not exceed RM250 000 per year. Out of all companies, Darul Naim Printing seems suitable and meets all criteria given to complete this task. The company has the potential to strive for more success in the printing and design area. The company is located in Cabang 4 Salam, Rantau Panjang, Kelantan. Darul Naim Printing provides various types of services especially in printing technologies of clothing and gifts. The main reason to pick the company is to know how well the organization works and how it survived during ups and downs of the assorted circumstances.

The objectives to execute this case study is to access application in theories and concepts learned in lecture to the real life situation. Through the case study, students would be able to learn and adapt in the learning methods in a more productive way.

2.0 BUSINESS PROFILE



Name of the business	Darulnaim Printing (DNP)
Business address	Aksem Post Cabang 4 Salam, 17200 Rantau Panjang, Kelantan
Email	darulnaim.printing@yahoo.com
Telephone no.	011-2997 7795
Form of business	Sole proprietorship
Main activity	Design and printing clothing and gifts
Date of commencement	20 th December 2017
Date of registration	31 st December 2017
Registration number	KT0441788-U
Website	https://www.facebook.com/darulnaimprinting
Business Hours	Saturday – Sunday (11.30 a.m – 5.30 p.m)

2.1 BUSINESS HISTORY

2020	Miss Zuraida succeeded to open the store in Rantau Panjang and appoint two staff to assist her in the operation of the business
2019	Expand services such as embroidery and medal printing
2018	Have enough capital to buy all the machines and equipment to fulfil the orders