



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكِ مِيَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL ASSIGNMENT:  
CASE STUDY RUBRIC



“KICO BABY CENTER”

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## TABLE OF CONTENT

<b>NO</b>	<b>CONTENT</b>	<b>PAGE</b>
<b>1.0</b>	<b>EXECUTIVE SUMMARY</b>	1
<b>2.0</b>	<b>INTRODUCTION:</b>	
2.1	BUSINESS PROFILE	2
	HISTORICAL AND BACKGROUND	3-5
2.2	ENTREPRENEUR PROFILE	6-7
<b>3.0</b>	<b>ENTREPRENEURIAL CHARACTERISTICS:</b>	
3.1	INITIATIVE	8
3.2	PERSISTENCE	9
3.3	PROBLEM SOLVING	10
<b>4.0</b>	<b>APPENDICES</b>	11-13
<b>5.0</b>	<b>OVERALL REPORT</b>	14

## **1.0 EXECUTIVE SUMMARY**

Regarding to fulfill Fundamental of Entrepreneurship (ENT300) course requirement, I need to conduct an individual assessment and carry out a case study. During this case study, I need to collect all the information about a company to complete this assessment. So, I decided to choose KICO Baby Center for this case study. This report is an overview of business and entrepreneur of KICO BABY CENTER company. This company focuses on babies and mother's equipment with the best quality equivalent to branded brand but at affordable price. KICO Baby Center have been managed for 5 years in this industry. The purpose of doing this assignment is to know about how the entrepreneur setting up their business and how they are growing up this business from zero and become one of the successful business in industry nowadays and become one of the shop which people recognize and know when we talk about babies and mothers equipment. In this report, I can see about their information and background either of company or entrepreneur gathered by interviewing their manager and assistant manager on the phone. From the information gathered, I can see that the entrepreneur itself such a good leader to KICO Baby Center because he has such a good entrepreneurial characteristic. The entrepreneur itself means a person who set up, handle and assume the reasonable possibility on what will happen in their business. Lastly, I do hope that KICO Baby Center become one of famous shop which people recognize and know when they are searching for babies or mother's equipment in the line with their vision and mission.

**2.0 INTRODUCTION**

**2.1 BUSINESS PROFILE**



**Figure 2: Logo of KICO Baby Center**

Business Name	KICO BABY CENTER (KBC) also known as Kidz Collection Corner
Business Address	LOT 3418 A, Tingkat Bawah, Gertak Serong Tendong, 17030 Pasir Mas, Kelantan
Phone Number	018-9964321/09-7190654
Email	<a href="mailto:kicobabycenter@gmail.com">kicobabycenter@gmail.com</a>
Website	<a href="http://www.kico.my">www.kico.my</a>
Business Form	Sole Proprietorship
Main Products	Babies & Mother’s equipment
Date Started	2012
Date of Registration	2015
Registration Number	KT0031233-K
Bank Account	Bank Islam Malaysia Berhad
Account Number	06019020011705
Capital	RM180 000

## HISTORICAL AND BACKGROUND

KICO Baby Centre was established in 2015 by ENCIK MOHD RAFIQ BIN HASSAN with the capital amount RM 180 000. KICO Baby Centre (KBC) also known as Kidz Collection Corner. The nature of business entity KICO Baby Center is a sole proprietorship. The business has been registered under the Business Registration net 1956 (Amendment 1978) with the name KICO Baby Center. Registration number of KICO Baby Center is KT0031233-K.

KICO Baby Center vision is to be the largest company engaged in the field of babies and mother's equipment by advancing product quality, good service, and affordable prices. Their mission is to be the main choice of the most popular babies and mother's equipment store in Malaysia. Business type of KICO Baby Center company is sole proprietorship.



**Figure 1: Location of KICO Baby Center**

KICO Baby Center is located at LOT 3418 A, Tingkat Bawah, Gertak Serong, Tendong, 17030 Pasir Mas, Kelantan. It is considered as a strategic place because KICO Baby Centre is situated near the facilities such as school, clinic and restaurant. It such a good location to ease and attract customer come stop by the shop. There also have large car park in front of their shop which can load 5-6 cars sometimes. For operating hours, KICO Baby Centre operate their business shop starting from 9.00 a.m to 6.00 p.m from Sunday to Saturday and close on Friday only. For online shop, they operate 24 hours and promises to reply as soon as possible except on Friday.