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UNIVERSITI
TEKNOLOGI
MARA

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ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

TITLE:

INDIVIDUAL ASSIGNMENT: CASE STUDY OF SHEgak

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TABLE CONTENT

NO.	CONTENT	PAGE
1.0	EXECUTIVE SUMMARY	3
2.0	INTRODUCTION	4
2.1	MISSIONS, VISIONS AND OBJECTIVES	5
2.2	IDENTIFICATION OF BUSINESS OPPORTUNITIES	6
3.0	BUSINESS MODEL CANVAS	7
3.1	CUSTOMER	8
3.2	VALUE PROPOSITION	9
3.3	CHANNEL	10
3.4	CUSTOMER RELATIONSHIP	11
3.5	REVENUE STREAMS	12
3.6	KEY ACTIVITIES	13
3.7	KEY RESOURCES	14
3.8	KEY PARTNERS	15
3.9	COST STRUCTURE	16
4.0	REASONS WHY THE COMPANY HAS BEEN CHOSEN	17
.0	APPENDICES	18-20

EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of entrepreneurship (ENT300) course requirement, I need to carry out a case study .In this case study, I need to collect all information about a company to complete the task.

The company that has been choose for this case study is a SHEgak This company sell variety kinds of scarfs .To know more about this company I interview the owner Miss Ayu Nadhirah.The interview went well and I has successfully gather a lot of information regarding this company.For example ,the background of the business, organizational structure and about the products that the company sell.

To know deeper about this company I analyse the business with the help of Miss Ayu Nadhirah to know more about the product that she innovate which is waterproof scarf.Through the interview I was able to recognize her business modal canvas (BMC)

INTRODUCTION

Assalamualaikum, I currently study at UiTM Kelantan Kampus Machang. The course that I take is Diploma in Banking . The reason why I did the case study is because it is in the ENT300 Syllabus.

I have to find a business that their sales not exceed RM 250000 . 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 studied a business in female fashion industry. It is a company that sell scarfs and hair bands called SHEgak . I studied the background of the business and the process of rendering the service. I were able to assess my knowledge in entrepreneurship in this study. The purpose of this study is to know the business modal canvas (BMC)

VISION

To become another one of the bumiputra company that produce products and services that can fulfilled the want of the customer thus become one of the monopolist of the industry by open up more of our franchise in Malaysia. SHEgak will strive in creating an efficient and effective in terms of the operation management and becoming a multinational company in 5 years from the date it establish.

MISSION

Our mission is to get more profit by supplying unique scarf such as waterproof sacrf to fulfil the needs of hijabis in Malaysia and even around the world. To be efficient in term of handling the operation of administrative that occurs to avoid any mistake . Especially, when it involved with financial resources, labor, equipment and capital that they have invested. they also will alert and aware regarding the feedback from the customers. they believed that this is a medium where they can improve and upgrade the products and the services by time to time

OBJECTIVE

Our objectives are to ensure the business is running smoothly according to the business plan through planning, organizing, leading and controlling the business flow. From that, their business will run effective and efficient because they have a schedule to do the task, duties and responsibilities. This is very important to ensure the smoothness of the business