



اَوْنِيُوْزِ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
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MARA

FUNDAMENTALS OF ENTREPRENUERSHIP  
(ENT300)  
CASE STUDY (D'Laksa)

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## **1.0 Introduction**

I Nur Ainul Syazwanie Binti Azim feel so honoured to do this case study for D'Laksa because it can improve my business education and add more knowledge in business study.

## **Executive Summary**

The intension of this case study is to generate many ideas for my assignment project and learn more about entrepreneurship. I would like to choose D'Laksa for this case study. This report contains the introduction of D'Laksa which include background, purpose and business problem of the next project. Besides, this report also have main issue problem that faced by the company that make them cannot achieve their sales target for a month. The major problem faced by D'Laksa is their Halal Certificate to convincing the customer. Other than that, explanation about company's analysis which include strengths, weakness, opportunity, and threat (SWOT) of the company. Last but not least, the research also give some suggestions on appropriate solutions for each problem.