



اَوْنِبُورَسِيَّتِي بَاتِيكِنُو لَوِي كِي مَارَا  
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MARA

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FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)

PREPARED BY:  
NOR'ATIRA BINTI ABDUL MUIS  
(2019463698)

GROUP:  
BA1184C

ENTREPRENEUR NAME:  
FAIZA BAWUMI SAYED HAMID (BERAS FAIZA)

PREPARED FOR:  
MADAM NUR HAZELN MAT RUSOK

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## EXECUTIVE SUMMARY

Mrs Faiza, an entrepreneur I admire very much. Although she was originally from Egypt, she became a successful entrepreneur in Malaysia. She has piqued my curiosity since her produces rice that is quality and nutritious, suitable for patients such as diabetics. I am also very impressed with her who does not give up easily in business. These attitudes should be emulated by students and young people today. She is also a self-reliant woman. She doesn't expect her husband to 100% even have opened her own business. At first, she only took the wage of sewing embroidery with a cap of Rm 4.00 and selling various kitchen items. After exploring the field of sewing, she began to venture into the field of producing curry spices. She buys a little spice and produces it in her own home. After that, she bought a grinding machine and opened a grocery store with capital from selling spices. So, from this she knows that most of the rice is produced by other races. Mrs Faiza began to be interested in studying more seriously about rice.

The effort was not in vain because it received positive feedback from customers who always bought her spices. Although at the beginning it was quite difficult Mrs Faiza did not give up. Its perseverance is now paying off as Faiza brand rice is now known around the world. Faiza Rice is also the main sponsor of the Program Bersamamu on Tv3. It also made it easier for me to collect data about Mrs Faiza over the internet as she was very well known and admired. Many students who made Mrs Faiza their idol included myself. I chose this business because I felt this Faiza rice was very close to me. It's because at home I definitely use Faiza rice as daily rice. There is no denying that Faiza rice is the best rice.

"The fun needs to be shared with those in need, especially the poor and single mothers" said Faiza Bawumi Sayed Ahmad, a national-level Maulidur Rasul figure in 2010.

## ENTREPRENEUR PROFILE

Faiza Bawumi Sayed Ahmad was the owner of rice wholesaler Syarikat Faiza Sdn. Bhd. In 1964, the Egyptian-born woman had migrated to Malaysia because she followed her husband. At that time, she was able to master The Malay Language and fluent in Malay after only three months in Malaysia due to her friendly nature and love to mingle with her neighbours. Although she is in his 60s, she has seven children and a grandmother to 32 grandchildren who are still actively planning strategies to strengthen her position in various business branches in the country. The soft-charactered woman is actually a firm person. She wants to ensure that established companies should be on track to record profits annually. Mrs. Faiza was born into a family that is also involved in business. She has been a cashier in her father's shop since he was a small businessman. The experience prompted her to take business seriously.

After marrying and being blessed with the first eye light, she followed her husband to migrate to Malaysia. Mrs. Faiza is looking for beneficial activities that she can do to avoid her time alone. She started by taking a wage sewing embroidery with a capital of 4 ringgit and selling various kitchen items. She also bought fabric cloth and made dresses for her neighbours' little ones. Then she produced a pillowcase set. Her beautiful, neat stitches were sold to her friends. She then went on to trade the encyclopaedia set, followed by the tableware business. Through this small business, she saved money to make the next business capital.

She was interested in producing curry spices. She purchased various spices such as coriander, cumin, halba, dried chilli, cloves and so on to wash the ingredients to produce fish curry spices and meat under the Bunga Raya brand. Everything is done at her own home, rather than washing, drying and frying the spices. Later, she sent it to the store to be marketed and distributed.

A few years later, Mrs Faiza purchased a grinding machine and opened a grocery store with capital from selling the curry spices. From there she discovered that rice wholesalers are mostly supplied by other races. She started studying various types of rice. Mrs Faiza applied for the rice wholesaler's license and sold various types of rice including ponni, basmathi, fragrant rice and Siamese rice after receiving positive feedback on her research efforts going from shop to shop to get a response on whether they would buy her rice if she sold it. Customers who subscribed to her spices also bought rice from her.

At the beginning, she was rather deadlocked to see a trailer truck full of rice placed in front of the house, but she was determined by trying to pack using the Bunga Raya brand and deliver to shops throughout Johor. Her business was well received despite the stiff competition. In the early 90s, the company took advantage of the sensitivity of the community at that time to the way of manufacture and content of food. The company began introducing a type of quality rice category from Karnataka, India. This rice is a type of "Ponni" rice. Through quality and nutritious products suitable for patients such as diabetics, SFSB introduced this "Ponni" rice throughout Malaysia.

Her company has now been known for its high-quality products, one hundred percent Islamic and halal made. She hopes that with the involvement in the production of the product, it gives Muslims the option to obtain high quality products and without doubting its halal status.

Puan Faiza is not only the Managing Director of Faiza Company, but has also worked hard to ensure that the company's operations run smoothly and also involved in the RM14 million Faiza company project in Sri Gading, Batu Pahat. Her success now is not easily achieved, but after 43 years of business. Puan Faizah said all the efforts made were not to accumulate wealth but to become the largest zakat payer in Malaysia thus helping more people in need.

Puan Faiza suggested that Muslims in this country should live together so that they are not easily oppressed by other races and that strong relationships among Muslims are not only able to advance the Muslim community in this country, but also improve the economic position of the society. Mrs Faiza said her experience of doing business, including dealing with other races, opened her mind to make the Muslim community especially Malays aware of the need to practice helping each other as practiced by other races. She has always emulated the personality of the Prophet Muhammad PBUH in carrying out her daily life, especially her trust and diligence in doing business and in carrying out her responsibilities as a leader.