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UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)**

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY (BUTIK SARRA – PUAN SARRA BINTI HAMID)

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DATE OF SUBMISSION:

2ND MAY 2021

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ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

Praise to Allah for the strength given, finally I have done my individual project which is case study of subject Fundamentals of Entrepreneurship. I would like to take this opportunity to thank for everyone that who gave help and support. Without guidelines from them, my individual project will be not successfully complete.

First of all, I would like to thank to Madam Nur Hazelen Mat Rusok as my lecturer of Fundamentals of Entrepreneurship for his encouragement, commitment, advice and guidelines were invaluable during accomplishment this project.

Last but not least, I also want to thank to our colleagues for their help and ideas in completing this report. Thank you so much and I hope that Madam Nur Hazelen Mat Rusok is satisfied and giving full consideration in marking this report.

Thank you.

Amirah Zafirah binti Musa (2019292758)

EXECUTIVE SUMMARY

At the end of the case study, I managed to get a lot of new knowledge about business in the real world. I also can get know more detail about Entrepreneurial Competences that the entrepreneur should have. There are 13 types of this which is initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality of work, commitment to work contract, efficiency orientation, systematic planning, problems solving, self-confidence, assertiveness, persuasion and use of influence strategies.

For this case study I have choose Butik Sarra owned by Puan Sarra binti Hamid. This business is focuses on blouse and baju kurung. I got know about this business information through online interview with the employees and internet. A few information I got is about the location, services, operation and so on. Besides that, I also get to know about Puan Sarra and her personal entrepreneurial competencies. There are a few personal entrepreneurial competencies that Puan Sarra has as an entrepreneur. It recognizes and acts on opportunities, has persistence, is committed to a work contract, solves problems, has confidence, and persuasion. The conclusion is by do all that Puan Sarra have be a successful entrepreneur.

The conclusion is that being a successful entrepreneur is not easy, but it doesn't mean we must give up. There is always a way to succeed and one of the ways is we must have at least a few entrepreneurial competences in ourselves.

ENTREPRENEUR PROFILE

1.0 COMPANY BACKGROUND

Butik Sarra was owned by Puan Sarra binti Hamid also known as Sarra or Kak Sarra. She is 34 years old already married. She who are from Ipoh, Perak. Before this, Puan Sarra had made a lot of business but she never gets a warm reception. After she tried many times Puan Sarra had decided to open a butik. Puan Sarra was admired by many people, including her employees because she is courteous and gentle to others.

Butik Sarra is just for women only. They have a lot of designs of Baju Kurung, blouse, and dress. They also have Baju Kurung for children. The concept of this butik is mom and daughter. This is why they only sell for women and children. This butik was open at Meru, Perak. They open their butik every day from 10:00 a.m. to 7:00 p.m.

Butik Sarra has around 20 and more regular customers. They usually come to buy blouse and Baju Kurung. Furthermore, this butik also get around 10 and more customers every day. The reason why this butik gets many customers because this butik was provided top services that will make the customer feel satisfied. The location of the butik also quite good with a big area for parking and there also have a mall near their butik.