



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY: IBRAHIM FLORIST KUCHING

TYPE OF BUSINESS: SERVICE BUSINESS

PREPARED BY:

FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE (AS120)

SEMESTER: 5

PROJECT TITLE: FLORISTS AND PERFUMES

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DATE OF SUBMISSION

11TH OCTOBER 2019

EXECUTIVE SUMMARY

This case study report provides an analysis, company info, the business problems and the recommendations for Ibrahim Florist Company. The company has been analyzed using S.W.O.T analysis (strengths, weaknesses, opportunities, and threats). With the aid of this analysis, it can help the company to assess its current crisis or situation and determine a strategy to move forward and excel in their business. The major problem in the company is in the aspect of recruitment of employee in their company. Effective recruitment can help to increase the performance of a business as it also consumed time and money to hire the right one. Therefore, the process of hiring employees is crucial for a company in order to maintain their image and to keep gaining profit from their business. On the other hand, Ibrahim Florist Company also having some problem with their financial management. The report finds that the current position of this company may be not positive. For this reason, rapid action must be taken by the management of this company to prevent any crisis that may occur in the future. Some of the problem recommendation includes using a recruitment agency to hire the employees, prioritize customer care and some other effective ways of solving the major problems that is faced by the company.

INTRODUCTION

Entrepreneurship proficiency is the qualification to classify, to grasp opportunities and to plan and manage creative processes that consists of various aspects such as social, cultural or financial value. Entrepreneurship needs the knowledge of circumstances and opportunities, approaches in planning, management, humane principles and self-awareness. Besides that, entrepreneurship also includes the skills in creativity such as imagination, critical reflection and problem solving. Other than that, skills in communication, preparing resources, and coping with ambiguity, uncertainty and risk are also a part of entrepreneurship.

An entrepreneur mind-set must also include the point of view in self-efficacy, motivation, determination and endurance, and also appreciate the ideas of others.

The main focus of entrepreneurship education is to develop skills or attributes that enable the realization of opportunity. Besides that, entrepreneurship emphasize on providing the students with knowledge, motivation and skills in order to encourage success in entrepreneurial industry. Next, several of entrepreneurship programme are being offered at almost all of the schooling level such as primary and secondary through graduate university programmes. This shows that entrepreneurship education is important to develop the competence of students in developing their skills in entrepreneurship. Therefore, for an entrepreneurship education to be effective in developing the competences of students, the sufficiency of schools to create complementary and inspiring learning environments is as important as the personal competences, and determination of the teachers. In addition, some courses in the university has added the entrepreneurship subjects in their syllabus in which the students need to do some research on their given project related to entrepreneurship.

The main purpose of this case study being conducted is to enable us as a student to learn about business. In other words, students can practice on writing some questions and conduct an interview with entrepreneurs. The information that was obtained from the interview then can be gathered into a directory of the types of products and services, location and the hours of the business. This information enables student to discuss more details about advertisement and the products involved in the business. Besides that, learning entrepreneurship also helps to sharpen our thinking skills. This is because in entrepreneurship, we are always

being challenged to create something new that can attract people to invest and buy the product. After the product has been produced, we also have to think of the way to improve the weakness of the product. Furthermore, research skills among the students also can be sharpened as starting a business may need some skills to do some research on the right information which is related to the business that they want to do. For example, they need to come up with some creative name for their business and so some research on the strategic location to set up their business.

However, to become an entrepreneur, there are many challenges and obstacles that need to be overcome with determination and enthusiasm in entrepreneurship. Some of the problems include:

- **Financing**

Some of the entrepreneurs are struggling in paying their bills and their machinery equipment. Financing problem might also occur because of the reason such as poor cash flow management. Other than that,

- **Recruiting employees**

Other than that, recruiting employees with the right talent might also become a problem in the aspect of teamwork of the company. This is because choosing a right employee is like finding the diamonds in a rough. Choosing an employee that does not fit his/her position might affect the company's reputation as it may affect the company in many sides.

- **Self-doubt**

In addition, self-doubt is also one of the problems faced by the entrepreneur especially for the young entrepreneurs. This is specifically because for a young starter in business, it is extremely easy to get discouraged over something that goes wrong during their progress in setting up their business.

- **Customer care**

Last but not least, customer care is also one of the obstacles faced by the entrepreneur. This is because without giving a satisfaction towards a customer, surviving a business for such a long period sounds impossible since customer is one.

COMPANY INFO

According to the interview that has been conducted for our case study, Ibrahim Florist Kuching was established in 2012. It is located in ground floor of Majma Mall, Kuching. The business site had changed several times before it is in Majma Mall to find a place that is strategic enough to attract more customers and to make the route for their delivery service become easier. Apparently, this shop sells flower and perfume from various famous brands but the owner also has his own brand of perfumes which are Honeydew, Apple, Lemon and Strawberry. These perfumes were based on fruits scene and made by the owner himself with the help of his employees and his business partner.

The owner of this shop named Mr Zulkipli Bin Ibrahim. He is 28 years old and from Kuching, Sarawak. Next is some of the information that is related to his education background. He went to SMK Tunku Abdul Rahman before he took Sijil Kemahiran Malaysia Level 1 and 2 as hair dresser. Then, he went to Politeknik Kuching and took Diploma in Business Management for about 3 years. Currently, he went to Universiti Utara Malaysia and took Bachelor in Public Administration as a long-distance learning student.

Mr Zulkipli had involved indirectly in business field since he was 9 years old. Most of his family members are involve in this field. He began his involvement in this field by working as a waiter at his aunt's restaurant. Other than that, he also had become a salesman at the sports shoes centre, trainee in Swinburne University and service runner at Pizza Hut during his semester break. The name of his shop was inspired by his father, Mr. Ibrahim. He started this business in 2012 while studying in Politeknik Kuching with only RM1,000 as his starting budget and get some helps in the aspects of advice from his former lecturer and friends. Previously, he opened a kiosk somewhere around Telaga Air, Matang and provided barber services. Other than that, his friends sent some perfumes to him to be selling at the kiosk. For some personal reasons, he stopped being a barber and focused on distributing and learns deeper about the perfume. From that, he inspired to sell his own perfume. He started to make them when the Ibrahim Company was in Bandar Baru. In addition, he had been selling his perfumes for about 3 years. In 2017, they finally move to Majma Mall to expand their shop until now. They also