



CASE STUDY: COMPANY ANALYSIS

MHP Enterprise - Wisma Masri

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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NAME:

- | | |
|--|------------|
| 1. Mohammad Afiq Bin Saipudin | 2018228338 |
| 2. Mohd Nurzikri Bin Zaini | 2019361283 |
| 3. Nur Dalila Salwani Bin Che Por | 2019311891 |
| 4. Siti Nur Shalihan Bt Mohd Sharifuddin | 2019312119 |
| 5. Siti Nurain Sahira Bt Muhammad Zamri | 2019322119 |

LECTURER: NORSIAH AHMAD

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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EXECUTIVE SUMMARY

The study was conducted in Sekinchan, a small town known as a rice granary area as well as a fishing village in Sabak Bernam district. The journey from the city centre to Sekinchan only takes two and a half hours. The focus of the study area is MHP Enterprise, a cake, peanut gravy and snack processing plant that has been operating for 10 years in Parit 7, Sungai Lemau. Using the Masri brand, a combination of the names of husband-and-wife Mastura and Punari - gave Punari good luck until the product managed to find a place on the shelves in supermarkets like Giant. As the founder, Punari started a small venture to develop MHP Enterprise with a capital of only RM10,000. Selling rojak gravy, snacks, and agricultural products at farmers' markets in the 1990s was the starting point for Punari @Zainudin Salleh, building his business empire.

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1.0 INTRODUCTION

1.1 Background Of The Study

Background of the Study Principle of Entrepreneurship (ENT530) one of the elective subjects need to be taken by all UiTM students who further their study at Bachelor level. The purpose of this study, entrepreneurship education refers to a formalized program to equip students with entrepreneurship knowledge and skills to understand customers' insights, market needs and recognize business opportunities. It encompasses networking skills, idea creation, developing and implementing a business plan, running a business, and evaluating the internal and external business environment. This course is designed for students who are interested in creating a venture, acquiring an existing business, or working in start-ups or corporate venture companies.

This course focuses on “learning by doing” whereby the foundation of the entrepreneurial process such as value creation, opportunity recognition, creativity and mobilizing people and resources are embedded into the course. In this course, students will conduct case studies in any business or company. Students are required to interview any business or company to get several problems that are faced by the business or company. Therefore, students will analyse the problem and find a solution to overcome the problems. By doing this case study, students will be exposed on how a business or company runs and operates their business.

In this case, we are conducting a case study of WISMA MASRI ENTERPRISE, which is a business that provides services for food and beverages. We are going to get the information on the problems that are faced by them. Studying entrepreneurship benefits students and learners from different social and economic backgrounds because it teaches people to cultivate unique skills and think outside the box. Moreover, it creates opportunity, instils confidence, ensures social justice, and stimulates the economy. Entrepreneurship education also provides budding entrepreneurs with the skills and knowledge to come up with business ideas and develop their own ventures. And this includes helping them to learn about core business areas such as finance, sales, marketing, management, and accounting, not to mention, broader ranging skills such as adaptability, effective communication, and confidence.