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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
(BA118)

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

CASE STUDY REPORT



Prepared by

MUHAMMAD SYHRIL NIZAM BIN RAHIMI
(2019462724)
D1BA1184D

Prepared for

PUAN NUR HAZELN BINTI MAT RUSOK

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1. EXECUTIVE SUMMARY

The overview of this case study is that we are able to see the situation where we see the existence problem that needs to be solved.

The stall that I took for my case study is Adib Bege. He sell burger that he develop through his experience. His shop is located at Jalan Masjid Kampung Kota and has 3 years of experiences and will keep going on.

While studying for this stall, I had identified a few problems in the business process. The stall faces with major problems such as marketing activities, operation activities, administration activities and financial activities.

Problem in marketing activities that the shop does not have any marketing strategy. Next is the operation activities. The problem of stall is lack of staff. The stall has one worker which is Adib the owner of the Adib Bege. His service is slow due to only himself making the burger. For administration activities, the shop does not keep any record of the business. Thus, with not having staffs, he should recruit another workers. Last but not least, in financial activities, the problem that he face is he does not maintain the flow of the cash. He has to make sure that his profit is more than the expenses.

I analysed this problem using SWOT as my tools to solve the problems and suggest the solution to my mentor.

2. INTRODUCTION

2.1 Intro About myself

Assalamualaikum, I am student from UiTM Campus Machang in Kelantan. The course that I take is Diploma In Office Management And Technology. The reason why I have doing the case study is because it is my for subject ENT300 Syllabus. I was required to write a report based on our study which is our business mentor.

The purpose of this case study is to provide a better understanding for me to asses my chosen business plan. This case study is done to analyse in detail about a business for me to be able to manage one effectively and efficiently in the future. I studied a business in roadside stall. It is a stall called Adib Bege, taken from the owner's name.

I studied the background of the business and the process of rendering the service. I were able to assess my knowledge in entrepreneurship in this study. The purpose of this study is to know the problems faced by the owner in handling the business and to find solutions to help him cope with the challenges. I got to identify the problems after a careful observation and meeting the owner of the stall. I started by meeting the owner of the stall and interviewed him to know more about the business.

1.2 Purpose of case study

- To study the attributes that can be seen in this stall.
- To study the potential of this stall compared to others stall who run this product using different concept.
- To identify the strength, weaknesses, opportunities, and threats of this company.

1.3. Business problem description (Problem may be process, technology, product/service oriented. This section should not include any discussion related to solution)

- This business low of packaging to maintain the quality of the products.
- The owner does not try to promote the business through technology which is social media (facebook, website or others).
- Business premise is not known by people who live far away from the premise location because does not has any advestisement such as banner.
- This business does not have any workers to produce more products.

3. ENTREPRENEUR PROFILE

3.1 Business's Informations

This business was established by one person only, namely Muhammad Shahadib bin Zulhairi. He is 21 years old and has an interest in making burgers. He had an interest in making burgers when he was 18 years old after finishing SPM exams in 2017. He was passionate about making burgers because the burgers made by his father were very tasty, he started learning to make burgers from the age of 18 but the first burgers he made were a little charred but he keep learning so that the burgers he makes are delicious. He started his small business in 2019 when he was 19 years old. He started selling burgers and promoting them through friends, relatives and neighbours around his village area.

In addition, he was also still learning to make burgers when starting his business. He also asked the opinions of customers who often come to his shop if there is anything that needs to be fixed.

Based on the information that had interviewed, the business was operated in sole proprietor. Sole proprietorship is a business that is owned and operated by owner of the business. This is the simplest form of business entity. The sole proprietorship is a legal entity. The business has no existence separate from the owner who is called the proprietor. Next, Adib Bege that was located in Kampung Kota was established in 2019 and it produced a few type of product. For example, Chicken Burger, Beef Burger, Oblong, Hamlet, Benjo.