



اَوْنِبُوْا سَيِّئَاتِيْ مَا تَبْكُوْا لَوْ كُنِيْ مَمَّارًا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UiTM KELANTAN CAMPUS MACHANG  
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
FUNDAMETALS OF ENTREPRENEURSHIP (ENT300)  
CASE STUDY- ASSIGNMENT 1**



**GLOW GLOWING HQ**

**PREPARED BY:**

NUR ATHIRA BINTI LUDIN (2019447966)

BA1184D

**PREPARED FOR:**

MADAM NUR HAZELEN MAT RUSOK

## TABLE OF CONTENT:

COVER PAGE	1
TABLE OF CONTENT	2
ACKNOWLEDGEMENT	3
1.0 EXECUTIVE SUMMARY	4
2.0 ENTREPRENEUR PROFILE	5
3.0 COMPANY PROFILE	6
4.0 ENTREPRENEURIAL COMPETENCIES	7-9
5.0 CONCLUSION	10
6.0 APPENDICES	11

## **ACKNOWLEDGEMENT**

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

First of all, I would like to thank to Madam Nur Hazelen Mat Rusuk as my lecturer for subject ENT300 because her encouragement, commitment, advice and guidelines were invaluable during accomplishment this assignment.

Last but not least, I would like to extend my gratitude towards my parents for providing sufficient equipment in order for me to carry this study and 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 Rusuk is satisfied and giving full consideration in marking this report.

## **1.0 EXECUTIVE SUMMARY**

Glow Glowing HQ is the company that I have been choose. Glow Glowing is a beauty and health product and its suitable for men and women. Glow Glowing was founded by Dato Mohd Rowi bin Dollah and his idea to build up this company came from his wife, Datin Rauzawani. His wife always gave encouragement for him to build the company and at the end it success to this day. Besides, the company building is located at Lot 3649, Beris Pintu Gerbang, Jalan Kota Jembal-Tawang, 16020 Bachok Kelantan.

Glow Glowing HQ is the company that produce skin care, cosmetic and also supplement for body health with their own brand. This brand famous throughout Malaysia because its advertisement that are always heard on radio and television with their tagline "Glowglowing cantik weyy!!". In addition, they got many feedback from costumers who consume its product and they satisfied with the effectiveness of it.

From the case study, Dato Rowi have used persistence, self-confidence, problem solving and sees and act on opportunities as his personal entrepreneur competencies .

## 2.0 ENTREPRENEUR PROFILE



Dato Mohd Rowi bin Dollah, was the founder of health and beauty products Glow Glowing. He was born in Kg Wakaf Aik, Bachok, Kelantan. His's father job was a farmer. He has 10 siblings and he was the 6<sup>th</sup> child. He migrated to Singapore for two years, due to an unstable family's financial problem factor, with his brothers to work as a rough labourer to help his family. Besides that, his original minor ambition was to become a teacher. But, his parents could not accommodate funding his studies due to financial problems. But he believes that in spite of adversity, there is success.

He involved with the business world after married. He runs his product with his wife, Datin Rauzawani binti Abdul Hadi. Their passion for business started with his dream to live successfully after seeing there are many entrepreneur successfully in live after make a business. They were blessed with a son named Mohamad Eniq Daniesh and they also have two adopted child who lost their parents.