



FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY COMPANY ANALYSIS:

POKOK TWIN

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EXECUTIVE SUMMARY

The overview of this case is that we were able to identify the problem that have been slowing down her business even though the brand has been operating for 5 month. The business that we took as our research for assessment case study ENT530 is Pokok Twin by Manal Bin Usamah located at Taman Merbau Changloon Kedah. This Business sale products indoor and outdoor plants.

The purpose of this case study are to describe and get more information about one of Malaysia entrepreneur and the business that she worked for the sake of knowledge and good example. Other than that, this case study are full of research about how she manage the business and the company SWOT analysis of the company, SWOT are actually strength, weakness, opportunities and threats of the company that can help the owner to avoid making costly mistakes and determine which product are most likely to succeed. It seems simple, but the result can contributes largely for the company to understand their usage of resources whether it leads to wastage or not. After all, a business cannot expand if their weaknesses overthrow their enhancement effort. Through our study, we discovered the company is having few problem. Therefore, few alternative solution, had been given by us for this business.

1.0 INTRODUCTION

Entrepreneurship plays an important role in the creation and growth of businesses, as well as in the growth and prosperity of regions and nation. The activity of setting up a business or businesses, taking on financial risks in the hope of profit. The idea of creating and maintaining a business plan in order to benefit from a variety of risks in the corporate world. Entrepreneurs do not always think through a problem in a way that starts with desired outcomes and focuses on the means to generate that outcome. Such process is referred to as casual process. A process that start with a desired outcome and focuses on the means to generate that outcome. Furthermore, entrepreneur sometimes use an effectuation process. A process that starts with what one has (who they are, what they know, and whom they know) and selects among possible outcomes. An entrepreneur must have an entrepreneurial mind-set which is involves the ability to rapidly sense, act and mobilize, even under uncertain conditions. In addition, entrepreneurs who are able to increase cognitive adaptability have an improved ability to adapt to a new situation, sometimes the situation can be unpredictable so an entrepreneur should know how to handle the problems. Next, be creative and know how to communicate one's reasoning behind a particular response.

In this semester, we are required to do a research and case study for Entrepreneurship (ENT 530). For this group task, we need to identify the issues, negative side, and problem that been faced by the company that we choose. Then, we need to come up with a solution. We have been discussed and choose Pokok Twin that been located in Kedah, Malaysia as our company. Pokok Twin is a home-based nursery. The company had given us their several information regarding about their company information. In addition, the company has also given information about the company's problem, marketing strategy, the organizational structure of the company, their strength, their weaknesses, and the company's background. There's a lot of problems they're faced and we been discussed the solution to be implemented for the problem.