



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

ENT (FUNDAMENTALS OF ENTREPRENEURSHIP)

CASE STUDY (NJ HAIR&BEAUTY SALON)

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## ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

Praise to Allah for the strength given, finally I have done my individual project 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 project will be not successfully complete.

First of all, I would like to thank to Madam Nur Hazelen binti Mat Rusok as my lecturer of Case Study for her encouragement, commitment, advice and guidelines were invaluable during accomplishment this project.

Last but not least, I 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 binti Mat Rusok is satisfied and giving full consideration in marking this report.

Thank you.

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## **EXECUTIVE SUMMARY**

At the end of the case study, I managed to get a lot of new knowledge about business in the real world. I also can get know more detail about Entrepreneurial Competences that the entrepreneur should have. There are 13 types of this which is initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality of work, commitment to work contract, efficiency orientation, systematic planning, problems solving, self-confidence, assertiveness, persuasion and use of influence strategies.

For this case study I have choose Nj Hair & Beauty Salon owned by Puan Jaslyanna Helda binti Jasini. This business is focuses on hairdressing. I got know about this business information through online interview with the employees and internet. A few information I got is about the location, services, operation and so on. Besides that, I also get to know about Puan Jaslyanna and her personal entrepreneurial competencies. There are a few personal entrepreneurial competencies that Puan Yana has as an entrepreneur. It recognizes and acts on opportunities, has persistence, is committed to a work contract, solves problems, has confidence, assertiveness, and persuasion. The conclusion is by do all that Puan Yana have be a successful entrepreneur.

The conclusion is that being a successful entrepreneur is not easy, but it doesn't mean we must give up. There is always a way to succeed and one of the ways is we must have at least a few entrepreneurial competences in ourselves.

## ENTREPRENEUR PROFILE

Nj Hair & Beauty salon was owned by Puan Jaslyanna Helda binti Jasini also known as Yana or Kak Yana. She is 34 years old already married. She who are from Sabah come to Kelantan to follow her husband who are get job here was open the salon because she want make her own business. She who didn't about hair was take a short courses in hairdressing at Kok Lanas Community College for a few days. After finish the courses with capital of RM 10, 000 given by her husband Mrs. Yana finally opened the salon. Puan Yana was admired by many people, including her employees, because she is courteous and gentle to others.

Nj Hair & Beauty is just for girls only. There a few services that were offered by this salon. First is a hair treatment that is only RM 35 for two hours or more and no matter how long the hair is. Next is rebonding hair (down shoulder) which is Rm80 for 4 hour and 30 minute or more and in this package it also provide free treatment and free haircut. Then, this salon also offered rebonding for 2 hours and 30 minute or more in RM 100 and in this service customer will get free treatment and haircut. This salon was open from 10:00 a.m. to 8:00 p.m. every day except Sunday.

Puan Jaslyanna actually open this shop at Kubang Kerian but it now was moved to Pengkalan Chepa. The reason it was moved because during pandemic COVID 19 business dealings are quite difficult to conduct so she need to close the Salon at there and find a new place that are more close to her house and she found that new place. So the new place now is at Taman Orkid, 16100 Pengkalan Chepa, Kelantan this place is bigger and more comfortable.

Nj hair & Beauty have around ten and more regular customer. They usually come to do rebonding, touch up their new hair grows, to get a treatment and many more. Furthermore this salon get around five and more customer every day. The reason this salon get many customer because this salon was provide top services that will make customer feel satisfied. The location of the salon also quite good with a big area for parking.