



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
CASE STUDY

Sinar Saujana Hiasan Lampu Enterprise

No. 11G, Jalan Bidara 10, Bandar Saujana Utama, 47000 Sungai Buloh, Selangor
The Insufficient of Electrical Stores

Prepared by:

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1.0 EXECUTIVE SUMMARY

Sinar Saujana Hiasan Lampu Enterprise has been recognized by all Bandar Saujana Utama residences. This is due to the insufficient of electrical stores that offers product & services which have a variety selection of the products. Services and products that were offered by this store was varieties of lamps, fans, electrical appliances such as socket, plug, wire and so on, ironworks such as grills, awning, skylight and others, wiring and plumbing. The major problem that was faced by Sinar Saujana Hiasan Lampu Enterprise is marketing problems. The problems that related to the marketing problem were lack of expertise and insufficient knowledge in marketing strategies, inactive in social marketing in residential area and location of the premise is not strategic. This marketing problem was closely related to the intelligent of the marketing strategy which are important to all businesses to become more successful. The major problem that was faced by Sinar Saujana Hiasan Lampu Enterprise is lack of expertise which lead to decreasing amount of customer comes to their store and the best method to overcome the problem was by create geo-targeted restaurant ads with online advertising platforms such as Facebook, Instagram, Blog and Twitter to promote their business's best visual content. Sinar Saujana Hiasan Lampu Enterprise also needs to face with other competitors and it likes to set a lower price compared to prices set by Sinar Saujana Hiasan Lampu Enterprise. But, the price set by Sinar Saujana Hiasan Lampu Enterprise was worth to the quality of services.

2.0 INTRODUCTION

Assalamualaikum, we are currently study at UiTM Kampus Machang in Kelantan. The course that we take is Diploma in Office Management. The reason why I am doing the case study is because it is in my ENT300 Syllabus. I required to write a report based on my study which is my business mentor.

The purpose of this case study is to provide a better understanding for me to assess my chosen business plan. This case study is done to analyze in detail about a business for me to be able to manage one effectively and efficiently in the future.

I studied the background of the business and the process of rendering the service. I was 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.

2.1 BACKGROUND OF THE STUDY

As UiTM students who further their study in diploma level need to take Fundamental Of Entrepreneurship course or ENT300 to give guidelines and exposing students to the business orientation. In this course students will conduct a case study to any business or company. In this case study, students are required to interview any company or business to get know the problem that been faced by the companies or businesses. After that students should analyze the problem and find solution for any problem that have. The benefit of case study is students will be more intelligence in conducting businesses. Next benefit is students will be exposed on how company operating its businesses. Thus, the case study is the good medium to teach students on how to solve the problem. For this case study, we decided to choose and interview the owner of Sinar Saujana Hiasan Lampu Enterprise. It was located at No. 11G, Jalan Bidara 10, Bandar Saujana Utama, 47000 Sungai Buloh, Selangor, Sinar Saujana Hiasan Lampu Enterprise offers and sells various types of decorative lamps, electronics appliances and metal products. They also provide installation service and operate at 10am-8pm every day except on public holiday. For this case study, we had organized an interview session with the owner of Sinar Saujana Hiasan Lampu Enterprise. This store started operating in 2006 and initially owned by Madam Chia Chuah Sin. But, in 2008 the ownership of this store was taken over by Miss Ani binti Ahmad.

Entrepreneurship education seeks to provide students with the knowledge, skills, and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through graduate university programs. Entrepreneurship education focuses on development of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving “profit” in some form (which in non-profit organizations or government can take the form of increased services or decreased cost or increased responsiveness to the customers/citizen/client)