



اُنْبُوْ سَيِّتِيْ تَيْكُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY/BUSINESS OPPORTUNITY/BUSINESS PLAN

ANOI TRADING COMPANY
WHOSALER OF ELECTRICAL

PREPARED BY

FACULTY & PROGRAMME : Diploma In Civil Engineering

SEMESTER

PROJECT TITTLE : Anoi Trading Company (Wholesaler of electrical)

GROUP MEMBERS : 1. Gillian Angging anak Christopher Ajop (2017226372)
2. Imelda Marcsha Anak Irrwannto (2017209922)
3. Gibryan Thian Shun Lung (2017218976)
4. Samuel Tara Chuk (2017249022)

PREPARED FOR

MADAM SITI MARDINAH BT ABDUL HAMID

SUBMISSION DATE

29th March 2019

INTRODUCTION

Entrepreneurship is process of identifying business opportunity seize that opportunity with the use of creativity and innovation to produce have value for customers. As entrepreneurs is an individual who carried out the process of identifying busi s opportunity, with the use of creativity and innovation to produce that have value for customers

Entrepreneurship education focuses on developing of skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Furthermore, entrepreneurship education also exposed students in business fieldwork. Which are the students could experience the real life business' majors problem and brainstorming in solving those problems.

However, there are many challenges as an entrepreneur such as:

- Strategic I tion- Choosing a strategic location is a very important phase in starting the business, because both popularity and transportation of resource need to considered for preventing t at company from failing.
- Financ• - Inexperience entrepreneur may face difficulties in loaning money from bank as their modal to start their business.
- Man power Most of the fresh workers are inexperience, lack of skills, and lack of knowled . This will affect the business financial (reputation and budget of that company).

EXECUTIVE SUMMARY

According to what we have discovered during our interview, the company that was success must fulfil some criteria for instance creativity, communication skills, leadership and innovative. As we observed the manager that we interviewed, he shows a very professional attitude, the manager is very confident in sharing his way to solve problems that he face in his business career. Besides, it was proven communication skills is indeed a major skills that must implement in businessman because without this skill, they will have tough time in communicating with their customers and in solving problems.

TABLE OF CONTENT

No.	Content	Pages
1	Introduction	2
2	Executive Summary	3
3	Company Information <ul style="list-style-type: none">• Background• <i>Organizational Structure</i>• Business Model• Products/Services• Business, Marketing, Operational Strategy• Financial Achievements	5-7
4	Company Analysis	8
5	Business Problem	9
6	Recommendation And Improvement	10
7	Conclusion	11
8	References	12
9	Appendices	13

COMPANY INFORMATION

BACKGROUND

Anoi Trading Company was started as a wholesaler of electrical goods and its was a sole proprietorship kind of business since 1993. 3 years before Anoi Trading Company operating their business at 10th miles op te of SJK CHUNG HUA 10th on 1996, the company was located at BDC StampiKuching.

After a quite time, in year 2000, Anoi Trading Company moved from 10th miles opposite to SJK CHUNG HUA to 10th miles in front of wet market. That's was the times they started to adding their selling products which is wiring products and also provides wiring services for the customers. Apart from that, they have registered as GREE Air Conditional after several months they moved out and started to sell the AirConditional and provide an installation or services for the Air-Conditional. Not only that, they also have registered as Astro agent right after a few years they registered as Air-Conditional agent, this is one of the greatest successful idea for them to raised their com names because this service was one of the most attracting service at that time, so most of peop n that location will grab a chance to install or purchase the Astro Service and the Astro Package Ch el.

In the year 2009, Anoi Trading Company once again moved their business operating location from 10th miles in front of wet market to 10th miles to 10th miles bazaar. In their professional opinion, this location is more strategic for them to sell their product and services compared the location before they moved out. After a great successful business throughout the years which is in 2012, they opened another branch at Siburan which is near the Eastern Mall Siburan and that branch focusing in selling audio products and housewares product.