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CASE STUDY

FARTIA ENTERPRISE (DAYANG MUTIARA ABANG BOLHASSAN)

FAMILY BUSINESS

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## 1.0 EXECUTIVE SUMMARY

For this case study, we did research on Fartia Enterprise which is a grocery store run by a married couple with a business background and have a lot of business experience. They sell a lot of necessities item that needed (by Malaysian) in their daily life. Beside of necessities staff, Fartia Enterprise also sold some tradisional snack that always been eaten by Malaysian especially during tea time. Some of the item that they sold at the grocery store are garlic, onion, belacan, wheat flour and many more. Kuih Cincin, Kuih Karas and banana chips are the example the tradisional snack that Fartia Enterprise sell. Any customer that stop by and want to buy their stuff will feel comfortable because of their friendly service. The friendly service is caused by their principle that is "Customer is our priority". The price that they offer to their beloved customer was also reasonable and equitable. The habit of Fartia Enterprise is also a very good habit that should be followed by the other businessmen that is count the percuniary obtained daily. Along those lines they can avoid money loss and money deviation. Fartia Enterprise also had a massive goal that is to be the best grocery store at Kubah Ria. Eventhough their goal seemly hard to achieve, the goal is also the one that give them inspiration to keep going and keep trying their best to achieve it no matter what. Fartia Enterprise seem too perfect in all aspect but they also have some weakness and flaws. But the way the owner see the weakness is an eye-opening. The owner saw their weakness and flaws not as a failure but as a way on how to improve the business owned by him and his wife. Most importantly, the owner always doa and trust in Allah to guide him and his business to be a business that are always been blessed by Allah. He also make Rasulullah S.A.W as his idol as a businessman.



## 2.0 INTRODUCTION

### 2.1 Background Of Business ( Fartia Enterprise )

Fartia enterprise's grocery store start to operate on 2012 and have been operating ever since. The location of this grocery store is at Kubah Ria, Petra Jaya. On 23th March 2019, we had make an interview with the owner of Fartia enterprise to dig in about its history and how do he manage his business.

This grocery store is run by Mr Farhan Isaac bin Abdullah and his wife, Madam Dayang Mutiara Binti Abang Bolhassan. Initially this humble business is run by Mr Farhan and his wife. For a starter, they using their hometown that is Kampung Lintang as a location for them to venture in this business field. This is where they learn about business and collecting some experience in this advenferous field.

In 2014, they had applied for a place at the Medan Niaga Satok Kubah Ria to make their business grow bigger than before. Their application for a business site is through Sarawak Economic Development Corporation ( SEDC ). Their application was approved by Federal Agricultural Marketing Authority ( FAMA ). RM 100 per month is the rent that FAMA had charge Fartia Enterprise for using the space that FAMA had provided for running the business.

Beside being known as a grocery store that are selling basic necessities for their customer, Fartia Enterprise also being known for its layer cake and dry cake. This is an additional business to earn more money and make a larger empire for Fartia Enterprise in the business field in the future. Fartia Enterprise also accepting any order from its client.

## 2.2 Background of The Owner

Fartia Enterprise was founded in 2002 by Mr. Mohd Farhan Isaac bin Abdullah and his beloved wife Mrs. Dayang Mutiara binti Abang Bolhassan. He was born on 2 March 1976 while his wife was born on 3 September 1976. They were lived at Taman Malihah in Matang, Sarawak. They have 2 sons and 3 daughters. Mr Farhan is an experienced person while dealing in business industry. This is because Mr Farhan had been introduced about the business shop while he was 18 years old. His family also was a businessman. He had been trained to interact and communicate with local community politely. So, he can treat a customer with more confident and excitement. In this period of time, they have 2 shops that located at Kubah Ria in Satok, Kuching. At first, they only start with one business which is grocery shop. At last, they manage to open another shop to increase their income. They share their business with each other. For an example, the grocery shop was deal by Mr Farhan and the other one was deal by Mrs Dayang. Not only that, their children also help them to save the money from give it to the workers as a salary.

Till this day, Fartia Enterprise has earn more income than past a few years. It was maintained and advertised up year by year. With the business spirit is given among their families, the Fartia Enterprise can achieve something big in the future. They can build their own branch or big company that can compete with another big company. For example, compete with TESCO, JUSCO and so on. So that, their branch can go to international business industry and can introduce it to another country and make our country proud of them.