



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
Semester March – August 2021

ENT300

CASE STUDY (DIRNA KITCHEN CABINET)

CS110 4A

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EXECUTIVE SUMMARY

The purpose of the case study is to identify the business background, product, and services as well as its marketing strategy. We can learn about a company in real life, the nature of the company and the challenge the company must face. In this case study it helps us to improve our knowledge in doing business plan later.

At the end of the case study, I managed to get a lot of new knowledge about businesses in the real world. I also got to evaluate business's performance through the strength, weakness, opportunity, and threat analysis. From this study, I also know how an entrepreneur play a key role in any economy, using the skills and initiative necessary to anticipate needs and bringing good new ideas to market. Entrepreneurship that proves to be successful in taking on the risks of creating a rewarded with profits, fame, and continued growth opportunities. Entrepreneurship that fails results in losses and less prevalence in the markets for those involved.

Next, the company analysis that I get from this company is the SWOT analysis which comprises of Strength, Weaknesses, Opportunity, and Threat. The strength for this company is they have the best operating strategy because the business also operates during weekend. They also focus more on quality and always work hard and faster due to high demand. However, this company also have weaknesses such as poor marketing strategy, shortage of workers due to lack of funds caused by the pandemic.

The opportunity of this company, they can expand their marketing strategy such as promotion and improve their facilities that gives convenience to customers and they also can open new branches at another city. In addition, the threat that the company must face is price wars between competitors and many competitors at the area. They also must face price fluctuation due to economic problem.

The average sales for this business are RM 10 000 per month which is RM 120 000per year. This is a stable company that can give opportunities to the local people to work in their hometown. They also have promotion and always get high demand from customers. This company also buys goods to make furniture through two companies that is Mbj Bina Jaya Machinery and Hardware Sdn.Bhd and Homemart Trading (M) Sdn.Bhd.

Their mission is always wanting to create a new product every year so that their customers would not be bored of the same product and not outdated. Their also want to create a furniture that will provide best quality of product goods on site and providing training classes to those interested to learn about manufacturing furniture and cabinets. They also hope that one day they will be a well-known furniture manufacturing in Kelantan.

ENTREPRENEUR PROFILE



Mohd Daruwis bin Daud,
Dirna Kitchen Sdn Bhd,
Kampung Lubok Besar 16450,
Kota Bharu Kelantan

Dirna Kitchen Cabinet is owned by Mohd Daruwis bin Daud and his wife Napisah binti Manaf. Their business name was also chosen through a combination of his name and his wife. This company is in Kampung Lubok Besar, 16450, Ketereh Kota Bharu, Kelantan. This business was established to produce their product in 2010. Before the establishment of the company, the owner works with other people but because he is tired of working under other people, so he decided to open a furniture factory to manufacture her own product.

For now, their business has been in operation for 11 years. This company registration number is KT0483613-M. This company also including 3 workers, where they are responsible as making and installing furniture or cabinets in the customer's house with instructions from Mohd Daruwis.

Hereby, I chose Dirna Perabot as my case study. Dirna Perabot has been recognized by all residence in Ketereh Kota Bharu, Kelantan. Services and product that were offered by this company was variety of manufacturing and installation for furniture and cabinets. The business makes up the competition by selling them products at a more affordable price for all the community. The company also promote their business and products through advertisement in the Social Media such as Facebook and Instagram where they update any discounts and promotion to their customers.

For the type of business formation is a Family Business Succession. In 2010 he started this business assisted by his wife Napisah Manaf, where his wife works as an accountant who manages all the company's money including the payment of salaries to his employees. They also have two children who are also involved in this business. His eldest son has a diploma in furniture and has participated in furniture making competitions and made it to the finals which was held in Singapore and his second