



اُنْبُوْا سَبِيْلِيْ تَكُوْنُوْا مِنَّا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

CASE STUDY – (ASSIGNMENT 1)

NAME OF COMPANY:

KEDAI KEK DAN ROTI HAJJAH NORIAH

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TABLE OF CONTENT

NO.	CONTENTS	PAGE
1.0	EXECUTIVE SUMMARY	1
2.0	INTRODUCTION ENTREPRENEUR PROFILE BUSINESS PROFILE	2-3 4-6
3.0	ENTREPRENEURIAL CHARACTERISTICS ➤ Problem solving ➤ Persuasion ➤ Initiative	7-8
4.0	APPENDICES	9-10
5.0	CONCLUSION	11

1.0 EXECUTIVE SUMMARY

For this semester, I need to do a case study regarding the fulfilment of Fundamental Entrepreneurship (ENT300) course requirement. To complete the case study, I need to collect all the company information. So, I decided to choose Kedai Kek dan Roti Hajjah Noriah to do case study. I have learned about their entrepreneurial profile, company profile and entrepreneurial characteristics from the interview via Whatsapp.

Kedai Kek dan Roti Hajjah Noriah is a business that will carry out the manufacture and distribution of bakery-based products such as various types of cakes and breads. The business premise has been choose located at a strategic location in Wakaf Bharu, Kelantan which is close to the market and many shop at this area. It is because at Wakaf Bharu don't have many bakeries. So, many customers will go to the Kedai Kek dan Roti Hajjah Noriah to purchase the cakes and breads. Moreover, the shop is famous for having been operating for 20 years.

2.0 INTRODUCTION

ENTREPRENEUR PROFILE

Name of the owner	Illias bin Ab Rahman
Age	45 years old
Position	Manager at Kedai Kek dan Roti Hajjah Noriah
Address	Kedai Roti dan Kek Hajjah Noriah , No 31 , Blok C , 16250 Wakaf Bharu , Kelantan.
Date of birth	12 March 1975
Telephone Number	019-9173852
Nation	Malay
Religion	Islam
Email	illiasrahman@gmail.com
Education background	Until SPM
Working and business experience	He got the experience in working at bread and cake factory.
Net worth	RM 1200 a month

First and foremost, Illias bin Ab Rahman is the owner of Kedai Kek dan Roti Hajjah Noriah. His age was 45 years old and he was born at 12 March 1975 in Wakaf Bharu, Kelantan. After finished his secondary school, he help his mother doing this business. At the same time, he also take the opportunity to learn about how to make breads and cakes from his mother so that he will know a little bit about bake. At 20 years old, he get a job offer from cake factory to work there at Johor Bahru. After discuss with his family, he agreed to accept the offer because he has basic about bake and he like to bake because his mother always teach he when preparing a reservation.

After a few years, her mother was decide to open their bakery at Wakaf Bharu which is Kedai Kek dan Roti Hajjah Noriah. Then, Ilias decided to quit his job at the factory because he wanted to work at his mother's bakery. He helped his mother to take care of the bakery and helped his mother bake cakes and breads. At 25 years old, he is the owner of Kedai Kek dan Roti Hajjah Noriah because his mother sick and cannot handle business anymore. At first his mother is the owner of the bakery, but her health did not allow her to do business again. So, Hajjah Noriah gave her responsibility to manage the bakery to Ilias.

Furthermore, his personality is he is a hardworking man because he helped his mother to doing her business and he has to take care his other siblings because his mother busy with

baking. Ilias is the oldest in his siblings and that's why he has many responsibilities to handle. In addition, Ilias is a brave man because he brave to take over his mother's bakery. Before this, he was only a shop assistant, but after his mother got sick, he became the owner of the bakery. He carried out his responsibilities well. After he became the owner of the bakery, the bakery improved in terms of the layout of the store and the way the ingredients were handled