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**FACULTY OF BUSINESS AND MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY:
"GOLDEN NETWORK"**



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EXECUTIVE SUMMARY

To do a case study for the sake of Fundamental of Entrepreneurship (ENT300) course requirement, me and classmates must do an individual task. This case study required us to find a company that have less than RM250000 as an annual sales. So that, we need to collect all the informations about a company that we choosed. I have decided to do case study on a company which is Golden Network. Golden Network is a printing and souvenirs business. During pandemic COVID-19, I could not arranged a face to face interview, so that I took an initiative by contact Golden Network to do a telephone interview. In addition, I had also did some research from Google to find more information about Golden Network. From the interview and research, I had known about their entrepreneur and business profile and also entrepreneurial characteristics. Moreover, the reason why I choose Golden Network is because it is a small business that suitable for the task that given by my lecturer. Business entity for Golden Network is sole proprietorship. Sole proprietorship is owned and run by one person and in which there is no legal distinction between owner and the business entity. The owner is in direct control of all elements and is legally accountable for the finances of the business may include debts, loans and loss.

INTRODUCTION

First of all, the company's name is Golden Network. The percentage of owner is 100% native. Golden Network is owned by Mahadi bin Salleh. He lived at NO 5, Jalan Desa Mewah 15, Taman Desa Mewah 43500 Semenyih. This main branch of this business is located at NO. 16-G Jalan Desa Mewah 9 Taman Desa Mewah 43500 Semenyih, Selangor. It second branch is located at H-28-GB, Jalan Prima Saujana 2/D, Taman Prima Saujana, 43000, Kajang, Selangor. The third branch is located at 1441-B Atas Kg Balai Kemasin, 16300, Bachok, Kelantan. The status of this business is active. This business was established in 2008. It supplies reading matters, stationeries, gift, furniture, clothes, billboard and also provides services of advertising and printing.

From the interview and research, I strongly believed that Encik Mahadi have his own skill and qualification as an entrepreneur in order to build this business. The skill that he have are organization and time management, attention to detail, communication, problem solving and also computer skills. Encik Mahadi have a bachelor's in graphic design.

Encik Mahadi had started this business with his and his staffs experience that involved more than 7 years in printing and design and also marketing's field, the company is fully confident in meeting customer objectives. The main business of the company is to design and printing products with innovative ideas and prints according to the customer's requirements. Golden Network's business entity is sole proprietorship. The business was opened from 9.00 a.m until 6.00 p.m every day.

Same like others business, Golden Network also has its own objective which is to be one of the best design and printing companies in Malaysia. On the other hand, this business's objective also is to be a manufacturer and supplier of printing, souvenir and sewing clothes that capable of competing with larger companies. Lastly, they also want to maintain good relationships and meet customer needs.

The owner, Encik Mahadi gave responsibility to their staffs to handle the business. The total number of staffs in the business are 5 staffs includes manager, marketing manager, administration or account manager, production manager and graphic designer. With all these positions, Golden Network is able to form a strong and great organization as one of the best printing and design companies in Malaysia, especially in the state of Selangor.

There are many products and services that Golden Network provides such as school magazines, scientific books, souvenirs, labels or sticker, handover notes, letterhead, brochures, greeting cards, wedding cards, annual reports, paper bags. posters, banners and so on. The price is depends on customer's requirements.

List of customers who comes from different agency that bought and used products and services from Golden Network :

- Kementerian Kesihatan Malaysia
- Kementerian Pelajaran Malaysia
- Permodalan Nasional Berhad (PNB)
- Majlis Perbandaran Kajang (MPKj)
- Ibu Pejabat Penjara Malaysia
- Sekolah-sekolah Menengah Negeri Selangor
- Kementerian Pertahanan Malaysia
- Universiti Putra Malaysia
- Kementerian Kemajuan Luar Bandar & Wilayah
- Kementerian Sains, Teknologi & Inovasi
- Jualan Runcit (Walk In Customer)