



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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MARA

## FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

### CASE STUDY RUBRIC



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## **TABLE OF CONTENTS**

1.0	EXECUTIVE SUMMARY .....	1
2.0	INTRODUCTION: ENTREPRENEUR & BUSINESS PROFILE .....	2
2.1	Business Background.....	2
2.2	Organizational Chart.....	5
2.3	Entrepreneur’s personal background .....	7
3.0	ENTREPRENEURIAL CHARACTERISTICS .....	8
3.1	Personal Entrepreneurial Competencies of initiative.....	8
3.2	Personal Entrepreneurial Competencies of concern for high quality of work.....	9
3.3	Personal Entrepreneurial Competencies of information seeking.....	10
4.0	APPENDICES .....	11
5.0	OVERALL REPORT.....	14

## **1.0 EXECUTIVE SUMMARY**

For this Fundamental of Entrepreneurship's assessment, I was required to carry out a case study of our chosen company in Malaysia. In order to accomplish this requirement, I did my research in many ways to collect the information of the company. For the record, I chose Ricca Dinamic Venture as my subject to be discussed in this case study. So, I managed to get the important details and knowledge about it by getting its business summary's document from a nearest resource. Based on this business summary's document, I get to know about the location of the business, its background, organizational structure, products and services that the business can produce and provide. Overall of the case study, I also enable to analyse the entrepreneurial characteristic that possessed by this business's entrepreneur in order to perform the business management effectively. Above all of the information from this business, I also attached some of the products and services that Ricca Dinamic Ventures has produced as an illustration that shows the business's creativity and capability throughout the year.

## **2.0 INTRODUCTION: ENTREPRENEUR & BUSINESS PROFILE**

### **2.1 Business Background**

Ricca Dinamic Ventures is a Bumiputera sole proprietorship company that has been established by an independent woman name Puan Shazricca Binti Azlan. Her business is registered under the Business Registration Act 1965. Even though ‘ventures’ is stated as the name of this business but it’s business form is sole proprietorship. Furthermore, Ricca Dinamic Ventures is also a business entity registered with Suruhanjaya Syarikat Malaysia. This versatile company is located at No.16, Jalan BP 6/5, Bandar Baru Puchong, 47100 Puchong, Selangor. This business started operating in 2010. Ricca Dinamic Ventures has a mission and vision in order to be the best provider and service supervisor on par with foreign nationals dominating the business field.



Main vision of the Ricca Dinamic Ventures is to expand the conducted business, in the meantime, setting up a subdivision of the company. Moreover, Ricca Dinamic Ventures also moving forward to ensconce and establishing securely its achievement reputation in terms of giving the guaranteed and high degree level of services.



Ricca Dinamic Ventures has stated in its mission that in order to accomplish its vision, provision of professional and well-skilled driving forces in carrying out the tasks proactively. This company will keep on performing excellent work and efficient as well as able to provide a satisfaction feeling to the clients and generates profits and revenue for company.

Generally, Ricca Dinamic Ventures is well capable in many things that fulfilling other company needs to promote their business. At the beginning of its existence, it is a company that provided printing and advertising services and now, Ricca Dinamic Ventures able to provide services from advertising, media communication to creative multimedia. To make it clear, I will list out all of their services that are provided for their clients such as printing card names, flyers, banners, advertising media, branding media, video and commercial, display and exhibition materials, booth design, design development, creative writing, web development, creative multimedia, printing, entrepreneur and professional training services. The team of this challenging business keep on striving for success of the company by giving out all of the effort to establish a perfect result in their services. With the ability and tranquillity of its machine and printing trajectories, Ricca Dinamic Ventures, continues to be actively operating in their main activity which are printing and advertising activities.

In the beginning of the establishment, the business capital is amounted RM185 000 which was used to fulfil the business's requirement such as printing presses that cost a fortune. According to its financial source, Ricca Dinamic Ventures manages to generate annual sales of RM230 000 every year. For a quick view of its financing statistic, in the year of 2016, it was the most profitable year for them because they get a big tender from MOSTI (Ministry of Science, Technology and Innovation). Despite of its newly established business which is only existing for about 10 years, the main driving force of this business have the experience in the field they have worked on for more 15 years. That is why they managed to be the eye of people's choice.

Being the leader of a business is not an easy task. You need to think about the capital cost of the product or service offered, product market target, product promotion, company management, product marketing strategy, loss factor, direct and undirect expenses and so on. This is because the factors of business success and failure can be influenced by all aspects involved in producing a product. Starting a business must be focused on earning double profits. Plus if you are an entrepreneur of your own brand products. Ricca Dinamic Ventures is very concerned about customer satisfaction to meet all their wants and needs.