



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**COURSE:**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**REPORT TITLE:**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**INDIVIDUAL ASSIGNMENT:**

CASE STUDY

**PREPARED BY:**

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## **1.0 EXECUTIVE SUMMARY**

In order to fulfil the Fundamental of Entrepreneurship (ENT300) course requirements, I need to carry out a case study. For the case study, I need to collect all the needed information about a company that I choose, so I decided to contact Hello Café owner to do an interview session. The owner of the Hello Café is Puan Fadhlin Binti Alias. Puan Fadhlin give her best to help regarding this assignment which I'm grateful for since she must be busy with her business. From the interview, I gain the information about the business profile of their business and their entrepreneurial characteristics. For the entrepreneurial characteristics, I use personal entrepreneurial competencies. This is because, most successful entrepreneurs possessed this term as it's help them perform entrepreneurial functions effectively.

## 2.0 INTRODUCTION

Based on case study, I need to find one company that their sales do not exceed RM 250, 000 a year. Thus, Hello Café is my choice, which is located at PT 2989-GF, Bandar Baru Pasir Puteh, 16800 Pasir Puteh, Kelantan. I choose them and proceed to gather the information about their business performance and other information that are necessary for the case study.

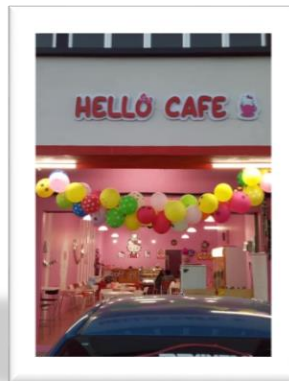
The information that I gain are from personal interview with the owner. As our country are going through a hard time because of a pandemic, I can't do a face to face interview with the owner, hence, I approach it using a different method which is interview through WhatsApp. Thankfully, the owner agreed to do the interview via this method.

I'm thankful for the owner because she spares me a time to answer the question that I give to her. At the start, I'm afraid that she will just ignore my message to her since there are many business owners that do not prefer an interview via WhatsApp. Puan Fadhlina proves me that she is a little bit different since she answers all my questions as best as she can and she also mention that students nowadays are having a hard time in completing an assignment. Hence, she agrees in doing the interview just using WhatsApp.

For this assignment, I should choose one small and medium (SMEs) company in Malaysia as it is in the requirement of the case study. Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). Therefore, I choose Hello Café as it fulfils the requirement.

The objective of this case study is to know a bit more how a business is operating with relating it with what the students learn from the subject Fundamentals of Entrepreneurship (ENT300).

### 3.0 ENTREPRENEUR AND BUSINESS PROFILE



<b>Name of the Business</b>	Hello Café							
<b>Business Address</b>	PT 2989-GF, Bandar Baru Pasir Puteh, 16800 Pasir Puteh, Kelantan							
<b>Correspondences Address</b>	PT 2989-GF, Bandar Baru Pasir Puteh, 16800 Pasir Puteh, Kelantan							
<b>Website</b>	<a href="https://www.facebook.com/hellocafe.my">https://www.facebook.com/hellocafe.my</a>							
<b>Email</b>	-							
<b>Telephone Number</b>	013-9049193							
<b>Fax Number</b>	-							
<b>Form of Business</b>	Sole Proprietorship							
<b>Main Activity</b>	Hello Café serves a variety of western foods and also sells and receive order for any kind of cakes							
<b>Date of Registration</b>	09 March 2019							
<b>Registration Number</b>	KT0443243-H							
<b>Company History</b>	<table border="1"> <thead> <tr> <th>YEAR</th> <th>EVOLUTION</th> </tr> </thead> <tbody> <tr> <td>2020</td> <td>Hello Café start hire more competent employees to make sure all operation for the Hello Café will be smooth and start using Food Panda service.</td> </tr> <tr> <td>2019</td> <td>Hello Café start their business and actively promote the business in online and offline.</td> </tr> </tbody> </table>		YEAR	EVOLUTION	2020	Hello Café start hire more competent employees to make sure all operation for the Hello Café will be smooth and start using Food Panda service.	2019	Hello Café start their business and actively promote the business in online and offline.
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