



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

ENT 300

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

INDIVIDUAL ASSIGNMENT

CASE STUDY

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

PREPARED BY:

NOR AYUNI BT MOHD SUHAIMI

2018802424

PREPARED FOR:

MADAM NUR HAZELN MAT RUSOK

GROUP:

D1AM1105B

DATE OF SUBMISSION:

21 NOVEMBER 2020

NO	TABLE OF CONTENT	PAGE
1.0	EXECUTIVE SUMMARY	1
2.0	INTRODUCTION	2
2.1	ENTREPRENEUR PROFILE	3
2.2	BUSINESS PROFILE - PROFILE - ACHIEVEMENT	4
3.0	COMPANY BACKGROUND	5
3.1	BACKGROUND	
3.2	ORGANIZATION STRUCTURE	6
4.0	ENTREPRENEURIAL CHARACTERISTICS	7 - 10
5.0	APPENDICES	11 - 13
6.0	CONCLUSION	14
	- REFERENCES	15

1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT 300) course requirement, I need to carry out a case study. During a case study, I decide to collect all information about a company to complete case study, so I decide to contact Langgut Enterprise Director to do an interview session with the director who is Mr Mohd Suhaimi Mamat. From the interview I have known about their background of the business, organizational structure for their company. Furthermore, I also enable to analyses the business entrepreneurial characteristic in this company.

2.0 INTRODUCTION

Based on case study, I need to find one company that their capital not exceed RM 250,000 in a year. So, I decide to choose Langgut Enterprise located at Kampung Langgut Dewan Beta, 15100 Kota Bharu, Kelantan to evaluate the business performance and try to get much information through personal interview with the director and staff.

During case study, I should choose one small and medium enterprise (SMEs) in Malaysia. The company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to collect all the information that I need, so I decide to interview the owner to get all the information that I want. As the results, I choose Langgut Enterprise because I want to know how they manage their company.

The objective of the case study is to access application on theories and concepts learned in lecture to real life situation. Through the case study, the students would what is entrepreneurial characteristic that have in one company. each company will have different entrepreneurial characteristics.

2.1 ENTREPRENEUR PROFILE

The name given is Mohd Suhaimi Mamat. He was born on November 1, 1967, now he is 53 years old. Mr. Suhaimi was born in Kampung Beta Hilir, Kota Bharu Kelantan. His phone number is 019-9405171. He is married. His wife is named Pazilah Mohamod. Mr. Suhaimi has 5 children, 4 boys and a girl. Mr. Suhaimi's level of education is Sijil Pelajaran Malaysia (SPM). He graduated from high school at SMK Mulong. Mr. Suhaimi has been in business since he was young because he helped his father as a trader. He started his own business in 2007 until today. Mr. Suhaimi's business is also assisted by his wife and 2 sons. He started this business because he has an interest in this field. One of his mottos in this business is because the Prophet Muhammad once said that business is one of the biggest sources of sustenance.