



اُنُوْزِ سَيِّدِي بَاتِي كُوْلُو كِي مَانَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY:

ACI JAYA ENTERPRISE

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1.0 EXECUTIVE SUMMARY

Based on Fundamentals of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. For the case study, I need to find a company that their sales did not exceed RM250000 in a year and then collect all the information about a company to complete this case study. So, the company that I choose for this case study is Aci Jaya Enterprise which is located at Tanah Merah, Kelantan. I also have decided to contact Aci Jaya Enterprise owner which is Puan Aminah binti Che Ibrahim to do an online interview session. It is to evaluate the business performance and try to get much information. After the online interview session, I have known a little bit about the company's background, sales, employees, product and many more. The company sale in a year is RM120000. Other than that, I also have known a little bit about the owner's profile and her entrepreneurial characteristics from the online interview session. So, in this case study, I will explain more about Aci Jaya Enterprise and also the owner, Puan Aminah binti Che Ibrahim entrepreneurial characteristics.

2.0 INTRODUCTION

2.1 COMPANY BACKGROUND



Figure 1: Logo of Aci Jaya Enterprise

Company's Name	Aci Jaya Enterprise							
Owner's Name	Aminah binti Che Ibrahim							
Company Address	G4 Jalan Tasek Sebelah Bangunan Lembaga Hasil Dalam Negeri, 17500 Tanah Merah, Kelantan							
Correspondence Address	G4 Jalan Tasek Sebelah Bangunan Lembaga Hasil Dalam Negeri, 17500 Tanah Merah, Kelantan							
Email	acijayaenterprise@ymail.com							
Telephone Number	013-9130104							
Form of Business	Sole proprietorship							
Main Activity	Supply sewing equipment and sewing training							
Date of Published	10 Mei 2003							
Registration Number	KT0172139-K							
Company's Capital	RM100000							
Company History	<table border="1"> <thead> <tr> <th>YEAR</th> <th>EVOLUTIONS</th> </tr> </thead> <tbody> <tr> <td>2007</td> <td>Aci Jaya Enterprise started to hire the staffs to make sure that the company work smoothly and the company sales will increase.</td> </tr> <tr> <td>2015</td> <td>Aci Jaya Enterprise got second place in Usahawan Jaya program.</td> </tr> </tbody> </table>		YEAR	EVOLUTIONS	2007	Aci Jaya Enterprise started to hire the staffs to make sure that the company work smoothly and the company sales will increase.	2015	Aci Jaya Enterprise got second place in Usahawan Jaya program.
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2.2 ENTREPRENEUR PROFILE

The owner of Aci Jaya Enterprise name Puan Aminah binti Che Ibrahim. Puan Aminah was born on 10 June 1971 and now currently lived at Felda Kemahang 3, 17500 Tanah Merah, Kelantan with her husband and her children. Her husband name is Encik Mohd Jafri and working as a teacher at a secondary school. Puan Aminah has 4 children which is consist of 2 sons and 2 daughters. Her children names are Amirul Shafiz, Amira Shafika, Amirul Shahir and Amira Syamimi. At 32, Puan Aminah was now a full time entrepreneur. At first her friends and some of the family thought she was joking about to open a business but, they knew she was passionate about what she was going to do and lastly they support her decision to become an entrepreneur.

Sometimes, all of her children also went to the company to help her mother handle the company such as treat the customer, clean up the company, list down the products that need to be added and many more. Her husband and her children always give support to Puan Aminah whenever she struggle or have a problem with the company. Her husband also gave a lot of advice to her. Puan Aminah is a young and motivated entrepreneur working hard for her success. She always thinks about business since she was young.

At only 32 years old, Puan Aminah has already built a very successful sewing company. Puan Aminah graduated from University Technology MARA (UiTM) with a degree of Human Resource Management. Puan Aminah always had a passion for entrepreneurship and saw her working in a big company. In order to increase her knowledge about businesses, she also joined a lot of program or seminar that being held. She always travels around the country to find the information about the business for example, information on how to increase the sales, ways to attract the customer and many more.

During her studies at UiTM, she has been active by joined a lot of program and competition that being held. One of the competitions programs that she joined was the design competition and got second place for it. Although she could not get the first place, but she already felt impressed with it. Besides getting the award, she also gets a lot of knowledge about the design. There are a few of people that did not support her decisions but, she treat them as a challenger and trying to prove them wrong. She opens the company with the knowledge that she has and because of the support from everyone, now she becomes a successful entrepreneur.