



اَوْنَبُوْرَسِيْتِيْ تِكْنُوْلُوْجِيْ مَارَا
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ENT 300
FUNDAMENTAL OF ENTREPRENEURSHIP
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CASE STUDY OF POPIS BY HANIFMZ
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There are a lot of challenges that I need to face in order to finish this case study such as lack of information at the first of the case study and also need to the interview through online. This is because of the Pandemic Covid19. Through this problem, I managed to become more organized and mature in dealing with the problems that occur in order to finish this case study.

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1.0 EXECUTIVE SUMMARY

This case study is to fulfil the task of ENT300, Fundamentals of the Entrepreneurship. In this case study, I need to collect all the information regarding the business profile that I choose.

The business that I choose for this case study is Popis by HanifMZ. Popis or known as Popia Pisang which is brand under HanifMZ is founded by Muhammad Hanif Mat Zin. For further information, the owner was an alumni from Universiti Teknologi Mara, graduated from Bachelor Hons (Sc) Chemistry. Popis by HanifMZ is located at Batu Rakit, Terengganu. Popia Pisang or Popis is a food based of banana. This is the example of a creative entrepreneur. Besides that, with the opening of the store, it will help the local people to earn money. This is because they provide the job opportunity to the local people.

2.0 INTRODUCTION

Richard Cantillon in 1755 defines entrepreneur as a person who undertakes to do a job. The term entrepreneur is a French word first coined by Richard Cantillon. In Malaysia the term 'usahawan' is used for an entrepreneur. Other than that, Jean Babtiste Say (1803) defines entrepreneur is a person who shifts resources from an area of low productivity to high productivity.

Based on this case study, I need to find a business which operate with a small scale. The requirement is, the business that run must not exceed the capital that has been decided which is at least RM250,000. So, I found that the business that I choose is meet the requirements.

The business that I choose is Popis by HanifMZ. The business is registered under Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia, SSM). The business is registered under the sole proprietorship. Popis by HanifMZ is located in Batu Rakit, Terengganu. The main activity of Popis by HanifMZ is selling Popia Pisang. Popis by HanifMZ focuses on food and beverage. Popis by HanifMZ has come outs with the suitable products that make the local people in the area keep attach with the food. Popis is short form for 'Popia Pisang'.

Popis is a unique product or food that has been created by the owner, Muhammad Hanif Mat Zin. This is because, before this we only eat Popia that has vegetable inside it, but Popis is stands for 'Popia Pisang'. Based on the name which is Popis or Popia Pisang, we can conclude that the food is based on bananas. Popis by HanifMZ able to produce 800 to 1000 popis everyday. The capital is RM3000 and the profit roughly they get is around RM5000. It has 28 flavours.

Besides selling Popia Pisang at their store, they also sell ice cream. Other than that, they also received booking for other events such as wedding ceremony, small events and also for birthday party. Most of the local people at the area books Popis for the event. This is because they want to share the uniqueness of the Popis. Other than that, they also get the order from the tourist who came to Terengganu. Not only that, Popis by HanifMZ is the first popis in Terengganu.