



اَوْنَبُوْرَسِيَّتِي تَيَكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

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DATE OF SUBMISSION:

21 NOVEMBER 2020

NO	CONTENT	PAGE
1.0	Executive Summary	3
2.0	Introduction	4
3.0	Entrepreneur Background	5
	3.1 Company Background	6
	3.2 Organizational Structure	7
4.0	Entrepreneurial Characteristics	8-9
5.0	Appendices	10-11
6.0	Conclusion	12
7.0	References	13

1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. During a case study, I need collect all information about a company to complete study case, so I decided to contact owner of Ells Empire Ventures to do an interview session who is Nor Elesza Binti Ismail. From the interview I have known about their background of the business, organizational structure, type of business model, products or services marketing and operational strategy. Besides that, I also enable to analysis the business entity using SWOT through study and I need to identify the problem that faced by their company and trying to recommend an alternative solution towards the problem.

1.0 INTRODUCTION

Based on case study, I need to find a one company that their sales not exceed RM250,000 in a year. So, I decided to choose Ells Empire Ventures located at PT 1769 Bawah, Jalan Bunga Raya 45300 Sungai Besar, Selangor to evaluate the business performance and try to get much information through personal interview with the owner and staffs.

During study case, I should choose one small and medium Business enterprise in Malaysia. Company that selected must be registered with Company Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). So, I need to interview the owner of Ells Empire Ventures to get the information that I want. As a result, I decided to choose Ells Empire Ventures. The reason why I choose this local product business is to know on how they manage their business. Ells Empire Ventures is the owner or Roll D'Raja brand of frozen food.

For the objective of the study case is to access application on theories and concepts learned in lectured to real life situation. Through the case study, student would be capable to improve problem resolving and decision-making skills.

2.0 ENTREPRENEUR BACKGROUND



FIGURE 1: OWNER OF ELLS EMPIRE VENTURES

NAME	NOR ELESZA BINTI ISMAIL
AGE	20 YEARS OLD
IC NUMBER	0001109-10-0190
ADDRESS	NO 1 , JALAN PEKET 20, SUNGAI NIPAH 45300, SUNGAI BESAR, SELANGOR.
CGPA	3.76 BACHELOR IN EARLY CHILDHOOD EDUCATION
TRADEMARK	<ul style="list-style-type: none">• HIGH RISK, HIGH RETURN• MINDSET JANGAN KOTOR
WORK EXPERIENCE	<ul style="list-style-type: none">• SALES ASSISTANT• ONLINE MARKETER
SALES ACHIEVEMENT	RM30,000 PER MONTH