



اُنِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

ERAT EMPAYAR SDN BHD

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CLASS:

D1BA1195H

LECTURER:

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DUE DATE:

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ERAT EMPAYAR

1.0 Executive Summary

Regarding to fulfil Fundamental of Entrepreneurship (ENT 300) course requirement, all the student need to collect the information the business from their owner of company or searching in the internet. The company that I have been collected their information is Erat Empayar Sdn Bhd I had a brief interview with the company's co-founder, Puan Hajah Siti Roziah binti Haji Adam. From the interview, I get all the information which is the background of this business, how their managed the company, how they make the product and other things. Erat Empayar Sdn Bhd have been produce their product which is the soap for personal care then virgin coconut oil with flavour for health supplement. All the product guarantee safe to used and got approved by National Pharmaceutical Regulatory Agency , meaning that the product did not contain any chemical that could affect the health of anyone. The co-founder really want their product to have impressive the customer in Malaysia and another country. She truly put a lot of her effort into ensuring that this foundation is successful and that many people remember their product.



2.0 Introduction: Entrepreneur and Business Profile

Entrepreneuers



After graduating from Australia with a Bachelor's degree in Business Accounting, Puan Hajah Siti Roziah went on to set up several companies to handle national teams of network marketers from dry cleaning services. She is also a qualified HRDF trainer in Malaysia. This experience led her to becoming a sought after consultant for training and marketing, conducting seminars in the fields of marketing, sales and entrepreneurship for business, government and public clients. Puan Hajah Siti Roziah has over 24 years' experience in sales, marketing, setting up dealer networks, developing entrepreneurs and setting up a brand from concept to store shelf.



Syazwani Nur Arina, or Wani, graduated with a Bachelor's degree in Accounting from Univerisiti Teknologi MARA, Alor Gajah at Melaka. At Universiti Teknologi Mara, Shah Alam, Selangor, she has just completed her final semester of a Master's Degree in Applied Entrepreneurship. She will soon receive her Master's scroll in Syaa Allah. Though still a student, she was still excited about entrepreneurship when she started selling. For nearly two years, she was the Bureau Chief for Entrepreneurship for nearly two years amidst her busy study schedule. Puan Hajah Siti Roziah noticed her daughter's passion and decided to work with her to set up a solid foundation for her business : 'Miss Elwani' their first brand together.



Figure 1 : Logo of Erat Empayar Sdn Bhd

Company Background

Name of the Business	Erat Empayar Sdn Bhd
Business Address	Suite 3, Sentral Business Suites @ Kompleks Sentral Point, Unit 1-11, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Malaysia
Correspondence Address	Suite 3, Sentral Business Suites @ Kompleks Sentral Point, Unit 1-11, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Malaysia
Registration Number	1197487-H
Website	https://www.misselwani.com
Email	info@misselwani.com
Telephone Number	019-368 4465
Fax Number	03-8741 3683
Form of Business	Partnership
Main Activity	Erat Empayar Sdn Bhd do sales offline and online in country and oversea
Date of Commencement	06/08/2016
Date of Register	08/08/2016