



اَبُو بَكْرٍ مَسْعُودِي تَيْكُونُ لِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**DIPLOMA IN PUBLIC ADMINISTRATION  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA, KELANTAN**

## INDIVIDUAL CASE STUDY

ENT300

D1AM1105A

### **DATE OF SUBMISSION :**

20<sup>th</sup> November 2020

### **COMPANY :**

Afza Berkat Enterprise

### **PREPARED FOR :**

Madam Nur Hazelen binti Mat Rusok

### **PREPARED BY :**

Nik Nur Fadhilah binti Nik Mohd Fakhri (2018235896)

# Table of Contents

<b>ACKNOWLEDGEMENT</b> .....	3
<b>EXECUTIVE SUMMARY</b> .....	4
<b>INTRODUCTION</b> .....	5
<b>1.1 ENTREPRENEUR’S PROFILE</b> .....	5
<b>1.2 BUSINESS PROFILE</b> .....	7
<b>1.2.1 BUSINESS OFFERING</b> .....	9
<b>1.2.2 BUSINESS MARKETING</b> .....	12
<b>1.2.3 OPERATIONAL STRATEGY</b> .....	14
<b>ENTREPRENEUR CHARACTERISTICS</b> .....	15
<b>CONCLUSION</b> .....	18
<b>REFERENCES</b> .....	19
<b>APPENDICES</b> .....	20

## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all I would like to thank God as finally I am able to finish my assignment. This task had been done with my endless effort.

In preparation of my assignment, I had to take the help and guidance of some respected person, who deserve my deepest gratitude. As the completion of this report give me much pleasure, I would like to show my gratitude to Madam Nur Hazelen binti Mat Rusok for giving a good guidelines for this case study.

In addition, I am grateful because I managed to complete this report within time given. Not to forget my beloved parents, who never stop from praying for my success in completing my report during this hard time as we facing pandemic. Also, this assignment cannot be complete without the cooperation of the owner of Afza Berkat Enterprise, Puan Zainab Binti Ismail and husband, Encik Wan Mohd Afandi Bin Wan Muhammad.

## **EXECUTIVE SUMMARY**

At a time when many companies were shutting their business because of the global outbreak of the Covid-19 pandemic, there are still many small and medium industries (SMEs) also struggle to sustain their market continece, despite the present of difficult economic challenges, including one of the most important business which is food industries. After air and water, food is the third most basic thing for life, also the ability to eat and the enjoyment of eating are important aspects of good quality of life. In the variation of the meaning behind the word food, there is a food business that maintains the prominence of the nation heritage of home cooking such as Serunding. To ensure that this heritage of home cooking is still preserved and not lost to time, Puan Zainab Ismail who is Serunding business owner started the business with small quantities of product under Afza Berkat Enterprise. As the company brand start to recognise by many people, now Puan Zainab already owned a factory that filled with various type of machines to ensure that the plentiful order of Serunding by customers could be prepared in time. For the report of my case study, I choose Afza Berkat Enterprise to be the role model of successful small company. In this report, there will be a detail of the company such as background of the company, achievement, products and many more. The report includes the background of the company which explain the journey of the brand Afza Berkat Enterprise and how far the company has been in the business industry. Moreover, behind every product or company name, there must be a significance meaning. The report also provided the meaning and history behind the Afza Berkat Enterprise name. Furthermore, the business is based on partnership between Puan Zainab Ismail and her husband Encik Wan Mohd Afandi Bin Wan Muhammad. Hence, the company's financial achievements in month and years also included in this report.

## **INTRODUCTION**

### **1.1 ENTREPRENEUR'S PROFILE**

Afza Berkhat Enterprise is a food based business which sells a various type of serunding with a capital of RM 30,000. Afza Berkhat Enterprise was being established in August 2000 by the opening of a small factory to process the Serunding. The owner of the business is Puan Zainab Ismail together with her co-partner, Encik Wan Mohd Afandi Bin Wan Muhammad who is her lifetime partner, her husband. Afza Berkhat Enterprise is the result of rebranding from Ragayah Serunding business which was Puan Zainab's mother business. This business is a hereditary business. As we can see, this business at first is owned by Puan Zainab's mother and now, she inherit the business.

Get to know the owners of Afza Berkhat Enterprise, love to trace who is behind the success of this business. Puan Zainab Ismail is a dedicated business woman born in September 1974 and she is originally from Kampung Laut, Palekbang, Kelantan. She was still a student when the idea to own a business come to her mind. She was born in a business family where her mother also a business woman. Not only that, her late grandmother also once owned a batik business. The idea to form her own business started when she attend a business seminar in UiTM Shah Alam and the interest formed since school. She further said that at the time she attended the seminar, the first thing come in her mind is to be one of the successful fashion designer in Kelantan as by the time she was still a student in Bachelor of Art & Design (Fashion Design) (Hons) in UiTM Shah Alam. She then started her small steps in business when she became an agent to her mother's business. She sell serunding in UiTM Shah Alam, to her friends and lecturers. Thus, from that she learn how to manage the business money. Puan Zainab Ismail successfully completed her Diploma of Textile Design (1992 - 1995) and Bachelor of Fashion Design (1995 - 1999) and ran this business fully upon graduation, by that time her mother was sick and as the eldest child of the family, she had to take the responsibility.

Encik Wan Mohd Afandi Bin Wan Muhammad is the co-partner for this Afza Berkhat Enterprise, and he is the husband of Puan Zainab Ismail. Encik Wan Mohd Afandi was born in June 1973, and he is from Tanah Merah, Kelantan. He graduated from Cosmopoint College in Business Study. He was once a business manager at one of the largest company in Kelantan. Hence, armed with the available knowledge he has, Encik Wan Mohd Afandi