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UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**INDIVIDUAL CASE STUDY**

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## **EXECUTIVE SUMMARY**

Regarding to fulfill the requirements of the Fundamental of Entrepreneurship (ENT300) course, I need to carry out a case study. To complete the case study, I need to collect all the information about the company to complete the case study. The company I chose to complete my case study is Ema Bridal House, I have contacted the owner of Ema Bridal House to conduct an interview session with the owner named Madam Siti Nurshalimar Izzati Binti Mohd Kharuzi. From the interview, I have known their business background, entrepreneur profile, organizational structure, type of business model and service marketing.

## **INTRODUCTION**

Based on the case study, I need to find a company whose sales do not exceed RM250000 in a year. Therefore, I have decided to choose Ema Bridal House located LOT 349 Kampung Pantai Senak Tawang 16020 Bachok Kelantan to know their business background and try to get a lot of information through personal interview with the owner of Ema Bridal House. The desired case study is I should choose a small and medium enterprise (SMES) in Malaysia. The selected company must be registered with the Companies Commission of Malaysia (Companies Commission of Malaysia or SSM). To gather all the information, so I need to interview the owner or be represented by one of the employees in the selected company to get the information I want. From the results of my research I have decided to choose Ema Bridal House to complete my case study. I am interested to know more about the services they offer and to find out how they manage their business.

Wedding Planner that makes Wedding Packages according to the latest and contemporary trends that will definitely meet the tastes of the bride and groom according to their budget and ability. Experienced and professional wedding planner from Ema Bridal House has received a lot of positive feedback.

The objective of the case study is to access the application of theories and concepts learned in the lecture to real life situations. Through case studies, students will be able to know the problems that will be faced by every people who opens a business, this will improve problem solving and decision making skills.

## **ENTREPRENEUR PROFILE**

The owner of Ema Bridal House, Madam Siti Nurshalimar Izzati Binti Mohd Kharuzi, 29 years old, previously worked as a clerk in a company. While working as a clerk she has done part-time job providing make-up service. From her make-up hobby makes she want to accept orders for provided make-up service before she decides to open a bridal.

After that, she was interested in opening a bridal boutique business and quitting her job as a clerk. Madam Siti Nurshalimar Izzati Binti Mohd Kharuzi obtained a skills course and certificate from Universiti Malaysia Kelantan. With a capital of RM1800, she started a small bridal boutique business that only offers a few services for weddings. As her business grows, she offers many services to customers, among the services provided are make-up, dresses rental, couch decoration, accessories, canopy and catering at reasonable prices according to the budget set by the customer.

It has been 9 years since she started her bridal boutique business operation. With the help of 4 employees who help the business operations run by her. Ema Bridal House is able to generate income well when the bridal she owns can generate income of RM15 000 per month by offering make-up services, rental of clothes, couch decoration, accesories, canopy and catering.