



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

ASSIGNMENT 1: CASE STUDY

ENTREPRENEUR: MUHAMMAD KAFEEL MUBIN

BIN MOHD KAMAL

COMPANY: DELTA AGROPRO TRADING

LECTURER: MADAM NUR HAZELN MAT RUSOK

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SUBMITTED: 21 NOVEMBER 2020

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EXECUTIVE SUMMARY

This case study is for ENT300 Fundamentals of Entrepreneurship which aims to expose students to the real business and help gain deeper understanding of business entrepreneurship. For this case study, I have chosen DELTA AGROPRO TRADING. His owner name Muhammad Kafeel Mubin bin Mohd Kamal. I also do the research about the product he sells to his customer. Main objective of his products is to aim local people to be more diligent in cooking on their own way. Some of his Personal Entrepreneurial Competencies (PECs) are productive, sees and acts on opportunities, concern for high quality of work and self-confidence. He also always tries to the best as an entrepreneur in his family.



1.0 BUSINESS PROFILE

1.1 Business Background

DELTA AGROPRO TRADING is a rice and spices product company that has been operating about a year and their based currently in Kota Bharu Kelantan. The company was established with a capital of RM 40,000 as start-up capital and was registered under the name of Muhammad Kafeel Mubin bin Mohd Kamal. This soles proprietorship starts their business in cabin style in the fence of the house. But, in November 2020, they have grown the business and need to move to the city of Kota Bharu to open new store in order to target bigger market.

Before this, the owner main target is to people to buy via online platform such as Shoppe. As we all known, the power of internet in advertise product such as Facebook ads, Instagram ads are really help all the entrepreneur around the globe. But now, the business also targets to the local people to walk-in to the store and customers can see with their own eyes about the product sell by DELTA AGROPRO TRADING. Besides that, all the products brand name is Nour including the rice, and spices. Moreover, about the business product, main product DELTA AGROPRO TRADING is produced Basmati grade A Pulsar rice and all spices that can be combined to cook the rice such as Biryani spices, Mandy Spices, Maqluba spices, Bukhari spices and etc.

1.2 Business Milestone (or) Business Achievements

Now, with combination of their hard work, since the company start the business about beginning of year 2020, the name of Nour Gallery products in food industry are wide to all areas in Malaysia. Moreover, via the online platform, even the people do not buy the product, but usually people will know what Nour Rice Gallery products is. Furthermore, Arabic restaurant in Kota Bharu tends to buy the Basmati rice and various of spices from DELTA AGROPRO TRADING due to premium and high-quality products they sell.

2.0 **ENTREPRENEUR PROFILE**

2.1 **Entrepreneur's Personal Background**

Muhammad Kafeel Mubin bin Mohd Kamal was born on August 1990 in Kota Bharu Kelantan. About his education background, he completes his education starting from SK Seri Aman during his primary school. After that, he further study in Arabic School in Kota Bharu and so on until completes his diploma and his Degree in Event Management field at The UiTM Puncak Alam. Moreover, Muhammad Kafeel Mubin bin Mohd Kamal marital status is married and his wife name Syarifah Nur Syazwani binti Abdul Malik and they were also endowed with a son name Syehzad Mikal.

Far from his education background, due to the economic deflation after graduation, he tries for the best to find job that related to his course at the university. But who knows, what his path to be employees to work in his field of expertise sector is not that easy. After that, he came up with an idea to open own company with own products that should be a career for him. That is why, he started the business by making loan with TEKUN agency in order to set up a business company. Because of that, DELTA AGROPRO TRADING that sells products name Nour consists of Basmati rice and various of spices were created.