



اُونِيُوَرْسِيْتِي تِيكْنُولُوْجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**DIPLOMA IN PUBLIC ADMINISTRATION  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**INDIVIDUAL ASSIGNMENT  
ENT 300  
FUNDAMENTAL OF ENTREPRENEURSHIP**

**TYPE YOUR TOPIC HERE  
STUDY CASE  
(YONG TAU FOO & ODEN STATION)**

**PREPARED FOR:  
PUAN NUR HAZELEN BINTI MAT RUSOK**

**DATE OF SUBMISSION:  
20 NOVEMBER 2020**

**CLASS:  
D1AM1105A**

**PREPARED BY:  
NOR ATIKAH ASMAA BINTI ARI PEN**

**STUDENT ID:  
2018434656**

## Table of Contents

1.0 ACKNOWLEDGEMENT .....	3
2.0 EXECUTIVE SUMMARY .....	4
3.0 INTRODUCTION.....	5
3.1 Company Background .....	6
3.2 Entrepreneur Profile .....	7
3.3 Organizational Structure .....	8
3.4 Business Model .....	9
4.0 ENTREPRENEURIAL CHARACTERISTIC .....	10
4.1 Confident.....	10
4.2 Motivation .....	10
4.3 Creativity .....	11
5.0 CONCLUSION .....	12
6.0 APPENDICES .....	13-15

## 1.0 ACKNOWLEDGEMENT

Thankful for divine glory because with His bounty, I manage to complete the assignment that I are needed to finish in subject ENT300. The assignment is very important as I need to know and see how we can understand this case study well. Thank you very much to the important individuals who helped me to complete this assignment. Firstly, we would like to thanks to Madam NUR HAZELEN BINTI MAT RUSOK as a lecturer in this subject because give me a lot of guidance. I also would like to thanks to all my classmates that being struggle to finish this assignment during this time. As we know that university has been closed due to Covid-19 and we only can communicate through online. Special thanks to our family who always give us support to complete the assignment. Last but not least, a special thanks for those who helped me directly or indirectly to complete the task.

## 2.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. During the case study, I need collect all information about a company to complete case study, so I decided to contact Yong Tau Foo & Oden Station Manager to do an interview session with the assistant who is Mrs. Haryati Hasim.

So in this case study, the research starts with the brief description of the business which consists of the business background, business milestone or achievements, the entrepreneur's personal background and also its personal achievements. From this case study, I got many knowledge and information about how to start the business and how to deal in business. Indeed, I can see that Oden & Yong Tau Foo Station have many strength and advantages in running their business. Furthermore, purpose for this study case is to showing and making observation to handle new business for our self.

So, what I can say is that through the procedure the purposes of the case study are articles and observations. Other than that, I also using their manager, customer and template to gain more information. This made it easier for my case study to get more information and to complete it perfectly.

### 3.0 INTRODUCTION

Based on case study, I need to find one company that their sales not exceed RM250 000 in a year. So, I decided to choose Yong Tau Foo & Oden Station located at Jalan Manggis, Ketengah Jaya, 23300 Dungun, Terengganu to evaluate the business performance and try to get much information through personal interview with their assistant and employees.

During case study, I should choose one small and medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM).

From this report, I can identify the organization of Yong Tau Foo & Oden Station definitely. Indeed, this report also being cover some information about the owner. In this report, I also explain about the journey of an organization with detail. The purpose of this report also covered about how the owner of Yong Tau Foo & Oden Station handle their organization perfectly and identify the strength and the weakness of their organization wisely. Competencies are defined as the combination of knowledge, abilities, and attitudes needed to accomplish a role efficiently. In adopting this definition, we are relating the entrepreneurial competencies to the concept of efficacy, or performance in the opportunity identification process. Yong Tau Foo & Oden Station is viral with their product.

For the objective of the case study is to access application on theories learned in lecture to real life situation. Then, student would be capable to improve decision making skills. Lastly, Yong Tau Foo & Oden Station is a sole proprietorship.