



اُونِيُوَرَسِيْتِي 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
(SAFFIYYA'S REMPEYEK ENTERPRISE)**

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**DATE OF SUBMISSION:
21 NOVEMBER 2020**

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1.0 ACKNOWLEDGEMENT

Alhamdulillah, first of all I would like to thank God as finally I was able to finish the assignment that have been given by lecturer to me. Obviously, God is the one that always guided me to work on the right path of life. Without his grace, this case study could not become a reality. Besides that, big thanks I address to Madam Nur Hazelen Binti Mat Rusok which is the lecturer of ENT300. Without her guide this study case cannot be done properly like this. She always gives supports and guide me and my classmates on how to do our assignment in purpose to produce good outcome from the research that have been studied. Next to her is my parents whom I am greatly indebted for the encouragement that they give while I am doing this project. Finally, a big thanks also I address to my classmates that always work hard to produce the good assignment with all afford. They always help me whenever I don't understand about this assignment. They always give me ideas and comments on this study case so that I can improve my project in many ways. I have no valuable words to express my thanks, but my heart is still full of the favors receive from every person that help me to finish this task. Thank you so much to those who help me whether directly or indirectly.

2.0 EXECUTIVE SUMMARY

Regarding to fulfill fundamental of entrepreneurship (ENT 300) course requirement, I need to carry out a case study. During a case study, I need to collect all information about a company to complete the study case, the information such as the profit of the company and more. So I decided to take saffiyya's Rempeyek Enterprise which is a local business and do an interview with their assistant manager, Khairuddin bin Saad. From the interview I have known about their company background, organizational structure, types of business model, product or services.

Other than that, the assistant manager also shared with me about the achievement that they got throughout their business operation. One of the achievement that he tells me is about the Sultana of Terengganu which is Sultana Nur Zahirah had tasted their product before. I obviously can see that their business is going so well because of the achievements that they got. The information that I got while I am interviewing the assistant manager and also the information from the newspaper clearly show that the manager of Saffiyya's Rempeyek Enterprise committed in doing the business.

The interesting thing that I received while I am interviewed the assistant manager is that, he said Saffiyya's Rempeyek Enterprise was founded by Rahmah Salleh which is the teacher of Community Development Department (KEMAS). The name Saffiyya is taken in conjunction with her daughter's name which is Sara Saffiyya. Besides that, I also gain information about how to manage a business and what can we do in order to maintain the business so that the business will improve from time to time. Mr. Khairuddin also shared with me the secrets behind the success of the business which is how the leader handle the whole organization and how they solve every problem without affect the organization.

3.0 INTRODUCTION

Based on case study, I need to find one company that their sales no exceed RM 250, 000 a year. So, I decided to choose Saffiyya's Rempeyek enterprise located at Kampung Seri Kenangan Pelong, Permaisuri 21500 Setiu, Terengganu. This company is a sole proprietorship type of company. In order to gain more information and knowledge, I try to evaluate the business performance and try to get much information through personal interview with the assistant manager and also get information from other sources.

During study case, I have to choose one small and medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia) or known as SSM. In order to collect all the information that I need, I decided to interview the assistant manager of Saffiyya's Rempeyek Enterprise who is Khairuddin bin Saad. There are so many information that I got and I learned while I interviewed the assistant manager. He tells me about how the business started and the problems that they have to face in order to get to where they are now.

Saffiyya's Rempeyek Enterprise is owned by Rahmah Binti Salleh. She started the business since 2007 until now The Rempeyek making started off as a project by KEMAS to improve the economy of residents in the village. Rahmah received training and guidance to improve the standard of living after receiving assistance provided by the authorities. After some time, the Rempeyek became popular. Saffiyya's Rempeyek Enterprise is a business that sell food products. Just like the business name which is Rempeyek, so the most popular and main product is Saffiyya's Rempeyek. Using Rahmah's family recipe, the main product which is Rempeyek produced by their Saffiyya's Rempeyek Enterprise has become much sought-after in Terengganu. The rempeyek, which have either dhal, green peas, groundnuts or anchovies for the topping, are produced manually in the traditional way.

Rahmah becoming a successful leader with a help from her husband and some of the villagers as workers in the factory. She had great achievements in the business and revealed her own success stories. In 2017 Rahmah was diagnosed with cancer and she died in January 2018. She left her husband (the assistant manager) and 5 kids. Her husband continues the business and try to keep the original flavor that Mrs. Rahmah do. Mr. Khairuddin said that he will try his best to manage saffiyya's Rempeyek Enterprise and bring the product to another level, not just in Terengganu. The rempeyek become popular after some time and even the sultana of Terengganu which is Sultana Nur Zahirah has been her customers. "The Sultana