



اَوْنِوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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FACULTY OF ADMINISTRATIVE SCIENCE & POLICY  
STUDIES**

**UNIVERSITI TEKNOLOGI MARA, KELANTAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**CASE STUDY**

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## EXECUTIVE SUMMARY

In order to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to make a case study towards an enterprise. Throughout this case study, I have to collect all information about that enterprise in order to complete this study case. I have decided to choose Ghibli Coffee as my case study and already contact Mr Adib. From the online interview that I have make, I have more knowledge about Ghibli Coffee's information likes their background of the business, organizational structure, entrepreneurial characteristics, products and characteristic of entrepreneurial and not included the appendices.

## 1.0 INTRODUCTION

Based on case study requirement, I need to find one company that their capital not exceed RM250, 000. Due to that, I make a decision to choose Ghibli Coffee located at PT386 Seksyen 12, Jalan Pengkalan Chepa, 15300 Kota Bharu, Kelantan to evaluate their business performance and get more information from them via Email and WhatsApp application because there is no face to face interview due pandemic Covid-19.

In this task, I have to study on one small enterprise in Malaysia that registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia). There also condition to fulfil in this task is to ensure that the selected enterprise capital does not exceed RM250, 000 as well as sales not exceeding RM10 000 per month. This proves that the enterprise is very small.

This cafe is under the ownership of Mr Adib he has some employees who are efficient in carrying out their duties and ensure the success of Ghibli Coffee. In this task there is also a profile about entrepreneurs and business. Thus you can find out more about the development of Ghibli Coffee.

As a result of the online interview, I was able to identify the characteristics of the entrepreneur until he managed to create an attractive and quality cafe. As we know that one must have a strong nature in achieving success. Even without having to visit this site because of the covid-19 pandemic, but I can imagine its nature even online. In this I also include some interesting menus along with pictures of the cafe. The menus are the result of creativity and innovation that has been carried out by the entrepreneur.

## 2.0 BUSINESS BACKGROUND

### 2.1 BUSINESS BACKGROUND



Figure 1: Logo of Ghibli Coffee

<b>Name of the Business</b>	Ghibli Coffee
<b>Business Address</b>	PT386 Seksyen 12, Jalan Pengkalan Chepa, 15300 Kota Bharu, Malaysia.
<b>Website</b>	<a href="https://ghibli-coffee.business.site/?utm_source=gmb&amp;utm_medium=referral">https://ghibli-coffee.business.site/?utm_source=gmb&amp;utm_medium=referral</a>
<b>Email</b>	@ghiblicoffee.my@gmail.com
<b>Telephone Number</b>	019-9349282
<b>Form of Business</b>	Sole proprietorship
<b>Main Activity</b>	Baking, cooking, and also brewing
<b>Registration Number</b>	KT0442143-T
<b>Company History</b>	2019 untill now
<b>Social Media</b>	Instagram: @ghiblicoffee Facebook: Ghibli Coffee