



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

CASE STUDY:

INDIVIDUAL 1

NAME	STUDENT ID	GROUP
NUR HASMIRA BINTI HASHIM	2018413634	D1AM110/5A

SUBMISSION DATE:

19 November 2020

PREPARED FOR:

MADAM NUR HAZELEN BINTI MAT RUSOK

TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY	3
2.0 INTRODUCTION.....	4
2.1 ENTREPRENEUR PROFILE.....	5
2.2 COMPANY BACKGROUND.....	6
2.3 ORGANIZATIONAL STRUCTURE	7
2.4 BUSINESS MODEL	8
3.0 ENTREPRENEURIAL CHARACTERISTICS	9
4.0 CONCLUSION	10
5.0 APPENDICES	11-16

1.0 EXECUTIVE SUMMARY

Regarding this case study of **Fundamentals of Entrepreneurship (ENT300)** course requirement, I need to carry out a case study. During this case study, I need to collect some information about a company to complete this case study. So, I decided to interview the founder with a few questions through WhatsApp. From this interview, I get some information about entrepreneur profile, company background, organizational structure, product or service and business model.

2.0 INTRODUCTION

Based on this case study, I need to choose one company which is a sole proprietorship or partnership. Not only that, the company modal is RM 250,000 and sales RM 10,000 and the worker not more than 10. So, I decide to choose ANZ LINE RESOURCES which is a partnership company that located at 218, KTC 4/12, KTC GOLF VIEW, KHTP 09000 Kulim, Kedah to evaluate the business performance and try to get the information through the personal interview the founder.

During this case study, I should choose the company that has registered with the Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). To collect the information, I decide to interview the founder Anis Najihah Binti Zulkefli via WhatsApp. As a result, I decided to choose her company because her company has all the criteria above and the modal of her company is RM 6000 and sales is RM 8000 per month. Besides that, she also has five employees include her, co-founder, production team and two employees under the production team

ANZ LINE RESOURCES is focusing her business on hijab product for women, especially for people who wear hijab. They sold many types of hijab or shawl. She also makes her brand that is called TudungLine. TudungLine brand is one of the best brands as the review by her costumer. There are a few types of the shawl which is Dhea shawl, Keyla Pleated shawl and Eyelash Cotton shawl. All of this shawl has different material such as Eyelash Cotton shawl. This shawl material is cotton viscose.

2.1 ENTREPRENEUR PROFILE



Figure 1: Anis Najihah binti Zulkefli (Founder)

Anis Najihah binti Zulkefli is a young and motivated entrepreneur that has been working hard to make her business success. She is 22 years old and a student at UniKL Business School course Degree in International Business and already a success in her business. And she has been built ANZ LINE RESOURCES along with her partner Mohd Hafeez bin Abu Kasim. He is 33 years old and he has been studied at UiTM Shah Alam major in Degree in Project Management. Anis Najihah is the founder of ANZ LINE RESOURCES follows by Mohd Hafeez as co-founder.

She sold many types of shawl under the name TudungLine. She decided to sale a shawl because she said that this business very close to us since many women in Malaysia wear hijab as their daily routine. Other than that, this business can manage at home and all the hijab or shawl easy to take care. Also, the demand for hijab is high and it easy to manage. She also said that she got this idea to sold shawl from herself because she likes to buy the shawl and her likes hijab fashion plus, she makes Neelofa as her idola. Lastly, she targets that in the future, she wants to open a boutique and make more product also she wants open job opportunities the people who want to join them as dropship or as an agent.

2.2 COMPANY BACKGROUND



Figure 2: Logo of ANZ LINE RESOURCES (TudungLine)

Name of Business	ANZ LINE RESOURCES
Form of Business	Partnership
Owner's Name	1. Founder: Anis Najihah binti Zulkefli 2. Co-Founder: Mohd Hafeez bin Abu Kasim
Business Address	218, KTC 4/12, KTC GOLF VIEW, KHTP 09000 Kulim, Kedah
Main Activity	Hijab
Platform of Business	Instagram, Facebook and Shopee
Shipping Via	J&T and PosLaju
Telephone Number	01126479471
Date of Commencement	25 December 2019
Date of Registration	January 2020
Registration Number	003060939-T
Employees	2

2.3 ORGANIZATIONAL STRUCTURE

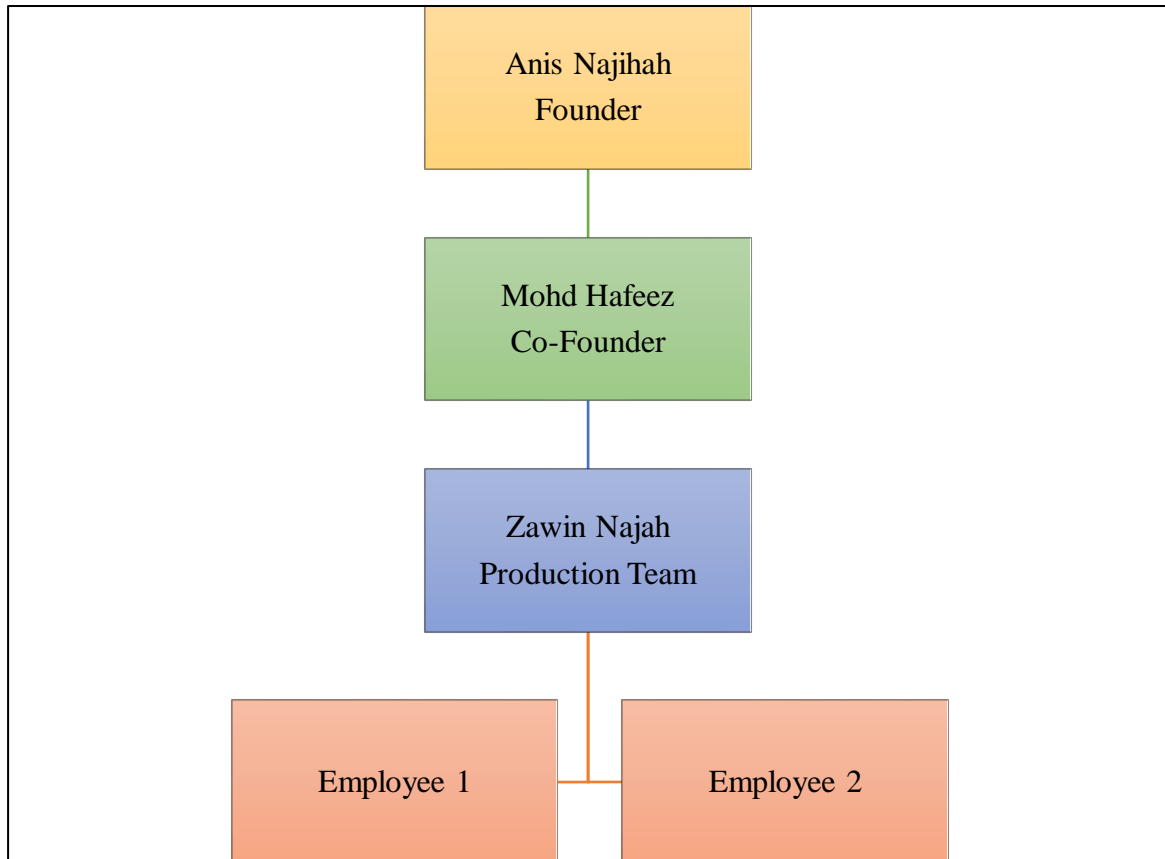


Figure 4: Organizational Structure of ANZ LINE RESOURCES

2.4 BUSINESS MODEL

There are three types of the business entity that have been registered by small and medium enterprise (SMEs) which are Sole Proprietorship, Partnership and Limited Company. So, in my case study ANZ LINE RESOURCES is partnership. Partnership is the business that have been registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM) under business registration act 1956 and 1957. Not only that, this modal is contributed by the partners according to the agreement or Partnership Act 1961. Besides that, partnership model is owned by 2 to 20 partners. Also, the liability is unlimited liability which is if the business fails and the assets are not enough to cover the debt than the creditors have right against the partner's properties. Lastly is the profit or loss will be shared by partners according to their profit-sharing ration as stated in the partnership agreement or in the partnership act 1961.

3.0 ENTREPRENEURIAL CHARACTERISTICS

1. Seeking Feedback

This is because of they sale their shawl through online so that they need their customer feedback to know how well they are doing and how to improve their performance. So, form all the feedback they could learn something to make their business when well in the future.

2. Integrity and reliability

This is because their business they also can build a good relationship with all the customer who bought their shawl. Also, they will have more customer because it has gained trust from their customer and it will make they will buy again. As an example, they have a good quality of material compare to others online. So, from that, the customer will trust her business to serve good quality of material for their shawl.

4.0 CONCLUSION

In conclusion, I know several types of the business entity have in Malaysia and the procedure in all this type is different especially ANZ LINE RESOURCE'S because they are a partnership business. Also, inbuilt the business would not always on the top because sometimes in the bottom and it also depend on how they managed the business. So, based on ANZ LINE RESOURCE'S I can tell that they always come out with a new idea time to time and based on the demand of the customer. For example, they made a sale during 11.11 so from that they will gain more customer because of the sales.

5.0 APPENDICES



Figure 5: TudungLine Thank You Card



Figure 6: Their tag "TudungLine"

Some of the collection of TudungLine:



Dhea shawl



Dhea shawl



Eyelash Cotton shawl



Keyla Pleated shawl



tudungline
Clothing (brand)



Like

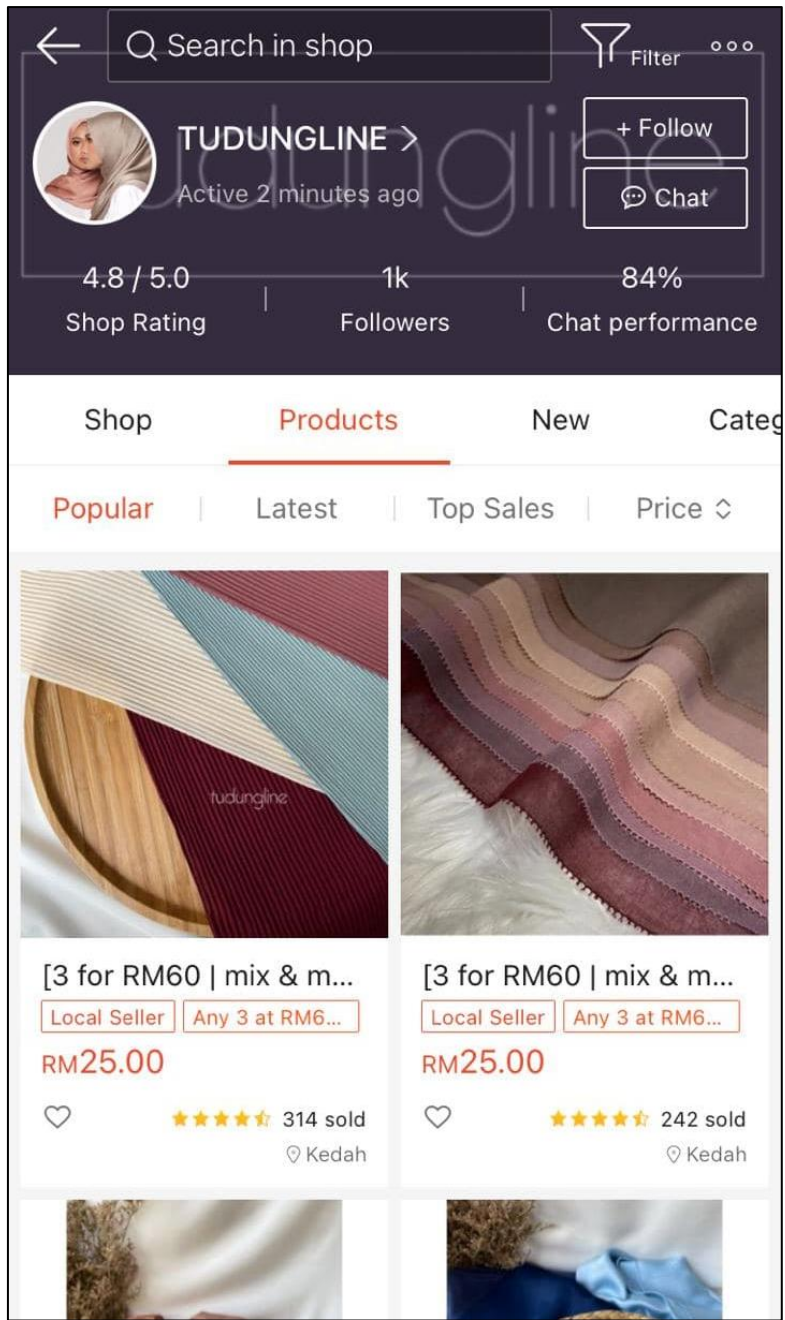
 Shop Now



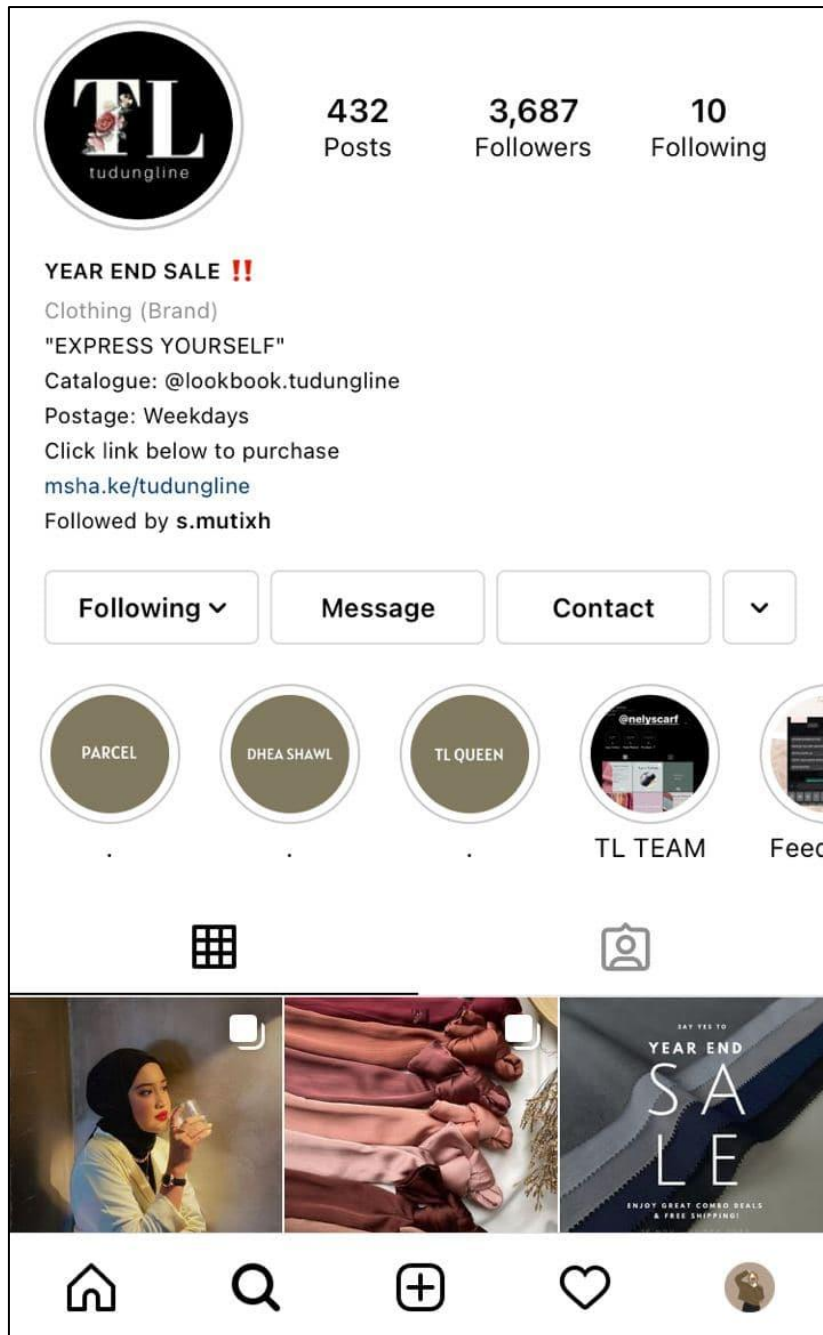
www.instagram.com

236 people like this

Facebook Page TudungLine



Shopee page TudungLine



Instagram Page TudungLine