



اَوْنِيُوْا سِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

# CASE STUDY



**ZAICORP INDUSTRIES SDN. BHD.**

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## **1.0 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 this study case, so I decided to contact and have an interview session with Tuan Hj. Wan Nor Anas as a Managing Director and the founder of Zaicorp Industries Sdn. Bhd. From the interview I have known about their background of the business, organizational chart, type of business, entrepreneur profile, and product or service marketing.

## 2.0 INTRODUCTION

Based on the case study, I need to find one company which is a sole proprietorship or partnership and the company capital is not exceed RM 250,000 a year and the profit did not exceed RM 10,000 a month, also the worker not more than 10 person. So, I decide to choose ZAICORP INDUSTRIES SDN. BHD. which is a private limited company that located at Lot 2477, Kawasan Perindustrian Pengkalan Chepa II 16100 Kota Bharu, Kelantan Darul Naim to evaluate the business performance and try to get the information through the personal interview with it Managing Director.

During this case study, I also 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 Managing Director, Tuan Anas through face to face. As a result, I decided to choose his company because his company has fullfill all the criteria above and the capital of his company is just only RM30 000 in a year when he decide to open this company and the profit for his company is at RM 9500 per month. Besides that, he also has ten employees include him, other four managemet team and the other five production team. At the behalf, they just use a machine to produce the bags.

ZAICORP INDUSTRIES SDN. BHD. is a “bumiputera” company that runs in the field of bag manufacturing and supplying. The output of the bags including document bag, briefcases, school bags, sports bags, and so on.

## 2.1 ENTREPRENEUR PROFILE



Name of Entrepreneur	Tuan Hj. Wan Nor Anas bin Wan Yusoff
Age	57 years old
Home Addresses	Lot 2376A Kampung Kota 15100 Kota Bharu Kelantan
E-mail	Zaicorpindustries_sb@yahoo.com
Telephone Number	010-928 5165/013-362 5165
Academic Qualifications	Degree in accounting at MMU

### 2.1.1 ENTREPRENEUR'S BACKGROUND

Tuan Hj. Wan Nor Anas bin Wan Yusof is the founder and Managing Director of Zaicorp Industries Sdn. Bhd. He was born in Terengganu in 1963, but he lives in Kelantan until now. He went to Sultan Ismail College (SIC) and then continued his studies at Multimedia University (MMU) and took up the field of accountant studies from diploma to degree then he ventured into business in 2000 and ventured into starting a business by opening a small bag manufacturing company. In 1992 he ended his bachelorhood by marrying Siti Malian Binti Awang Lah. He has 5 children, consisting of 3 boys and 2 girls.

## 2.1.2 BUSINESS BACKGROUND



Name of the Business	Zaicorp Industries Sdn. Bhd.
Business Addresses	Lot 2477, Kawasan Perindustrian Pengkalan Chepa II 16100 Kota Bharu, Kelantan Darul Naim
Website	Kilangbeg.com.my
E-mail	Zaicorpindustries_sb@yahoo.com
Telephone Number	09-741 3978
Fax Number	09-771 3970
Form of Business	Private limited company
Main Activity	Manufacturing and supplying bags
Date of Commencement	17 April 2005
Date of Registration	17 April 2005
Registration Number (SSM)	506853-X

Zaicorp Industries Sdn. Bhd. with Tuan Haji Wan Nor Anas bin Wan Yusof was incorporated as a private limited company in Kota Bharu, Kelantan on 17 April 2005. The manager of this corporation is Tuan Haji Wan Nor Anas Bin Wan Yusof. It is a "bumiputera" company that operates in the manufacturing and supplying of bags.

Zaicorp Industries Sdn. Bhd. carries out bag production operations located in Pengkalan Chepa, Kelantan. Production packs, such as document bags, conference bags, travel bags, briefcases, school bags, and others of bag. The factory will manufacture up to 15 000 units of bags each month on a floor of 7 000 square feet and a workforce backed by complete equipment and machinery.

The main activity is in the field of manufacturing and supply of various types of bags in bulk. With the advantage of having its own factory in the Pengkalan Chepa base industrial area equipped with sophisticated equipment and skilled manpower, they are able to accept orders of up to 5,000 units of bags per month with declining quality.

The company started in 2005. They have extensive experience and in-depth knowledge of the ins and outs of the world of bag making to produce locally made bags comparable to bags produced by large international companies. In addition, This company is a manufacturer, not a trader which only sells finished goods direct to the customer. So, they are able to modify the design of the bag according to the taste of the customer and the customer can also choose to lower the price by reducing the cost felt unnecessary.

### **2.1.3 BUSINESS ACHIEVEMENT**

- Newspaper (Harian Metro, Utusan Online)

In year 2009 Zaicorp Industries Sdn.Bhd. has managed to surprise the country that with a capital of RM30,000 to start a business turned into a fact that customer demand increased quite significantly. Starting with two types of bags this company is able to produce 30 bags of various types with Zaicorp brand documents, laptops, seminars, mobile bags, school bags and side bags.

- Certificate

Get recognition from Malaysia that has a systematic and clean factory. For example, systematic in handling bag making and also good in handling sewing machines, packaging, and logo or printers. Due to that, Zaicorp Industries Sdn.Bhd. get recognition from superiors.

#### **2.1.4 ENTREPRENEUR'S PERSONAL ACHIEVEMENT**

- Get Best Manager Award

In 2010, he was named the best manager of the company. The award means a lot to him because he works hard to take care of the company very well. For example, he takes care of his staff well, disciplined, and firm in carrying out his duties. Zaicorp Industries Sdn.Bhd has a name in country and is one of the bag manufacturer in Malaysia.

- Guest DJ @ SURIA FM 105.3 - Bahasa Malaysia 'Lifestyle' Radio Talk Show "Inspiration Style Together Wan Nor Anas"

The owner of Zaicorp Industries Sdn.Bhd, Mr. Wan Nor Anas Bin Wan Yusof was invited by Radio Suria FM to deliver lifestyle inspiration to the community. The intention to achieve success must match the efforts we have made so far. In the talk as well, he is grateful to be one of the chosen to deliver his success with his own hard work in setting up a successful company, Zaicorp Industries Sdn.Bhd.



## 2.2 ORGANIZATIONAL STRUCTURE

**PENGARAH URUSAN**  
*Managing Director*

Tuan Hj. Wan Nor Anas bin Wan Yusoff

**KETUA PEGAWAI EKSEKUTIF**  
*Chief Executif Director*

Encik Raja Norsan bin Raja Nasron

**BAHAGIAN OPERASI DAN PENGELUARAN**  
*Operational dan Production Department*

Cik Nur Amanina binti Mohd Zain

**BAHAGIAN PEMASARAN**  
*Marketing Department*

Cik Zuraini binti Mohd Rozi

**BAHAGIAN PENTADBIRAN KEWANGAN**  
*Financial Administration Department*

Encik Wan Muhammad Izzat bin Wan Nor Anas

### 3.0 ENTREPRENEURIAL CHARACTERISTICS

- PERSONAL ENTREPRENEUR CHARACTERISTICS OF RESPONSIBILITY

He is good in taking care of his staff and fully responsible for the safety of the staff, which is ,advising them to use the sewing machine carefully so as not to cause accidents. Full responsible for the company, for example bear the profit or loss of the company and always follow the rules. In addition, Tuan Hj. Wan Nor Anas responsible in taking care of his family, for example, responsible for educating his childrens to advise them to pray, do good with the community and give full love to his family.

- PERSONAL ENTREPRENEUR CHARACTERISTICS OF WISE

Use ideas wisely in making decisions and actions according to time and circumstances and also has the strength of knowledge, skills, creativity and think systematically and strategically, such as he, use all the potential, ability and expertise to succeed in a task with excellence and not take the easy way out. Besides that, he able to introduce and implement new methods in various forms that can facilitate work and save energy, time and cost as well as improve production and quality of work.

- PERSONAL ENTREPRENEUR CHARACTERISTICS OF EFFICIENT, FAST AND ACCURATE

Efficient, fast and accurate in carrying out his duties. Always be sensitive with time, quality and implement it diligently until it is perfect and achieve the goal in the appropriate time frame. For example diligent as being positive in performing tasks and ensuring the work results are always in best quality. Also he carry out duties and responsibilities patiently, thoroughly and cheerfully, not carelessly or complaining.

- PERSONAL ENTREPRENEUR CHARACTERISTICS OF DEDICATED

Interested and willing to sacrifice time and energy continuously while performing tasks. Always have high competitiveness and motivation to improve performance and be willing to accept advice or reprimands. For example work hardly and willing to try new things. Besides that, he willing to sacrifice time and energy for the sake of service and also focus work towards achieving the mission and goals of the organization.

## 4.0 CONCLUSION

In conclusion, I hope that I can consult people's perception to buy more local product in Malaysia. This our national products have a high quality and can be used for the future. For example, bag products from Zaicorp Industries Sdn.Bhd which produce high quality bag such as, school bags, mobile bags, laptop bags, and various types bag again.

In the making of this case study, I got the information of this company by interviewed the founder of the company and assisted by social media such as Facebook, company blog and also Whatsapp. It is quite a big challenge for me to complete this assignment in the Covid-19 pandemic that is plaguing in our country at the moment, but I did not give up by asking questions to the owners of the company through the Whatsapp platform and meet him face to face by following the standard order procedure SOP.

Last but not least, I was able to learn a little bit about this business profile for my future use. So theres are a lot of good values I can use in my life. For example, responsibility, dedication and, trust in doing work as well as efficient in doing a task. With that said, I hope all entrepreneurs out there have a good value in themselves to growth a good companies with high quality product or service in our local market at the future.

## 5.0 APPENDICES









## 6.0 REFERENCES

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