



اَوَّلُ سَبِيلٍ تَكُونُ لَوَيْحٍ مَّارَا  
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TEKNOLOGI  
MARA

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

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

ASSIGNMENT TOPIC:-

**Project 1:**  
**Individual Case Study**  
**(Adira's Marketing)**

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## 1.1 EXECUTIVE SUMMARY

Since I'm a student of Fundamental of Entrepreneurship (ENT300), it a must for me to fulfil the course requirement which is to prepare a case study on the entrepreneurship. In my opinion, case studies are very important for students because it serves as one of the ways for students to identify and analyse the background of the company as well as on how they manage their organisation, production and also the problems that may be faced by them. With this, students can indirectly learn how to start a business and the benefits of being an entrepreneur.

For now, I choose Adira's Marketing as my case study. There are so many ways to obtain the information of the company such as by make an interview session, by providing a survey form or try to connect with the owner through mediums such as whatsapp, email, video call and so on if the student did not have a chance to confront the owner. However, I would prefer to make an interview session with the owner because it's more proper and I can directly asking any kinds of question.

## 2.1 INTRODUCTION

As I mentioned before, the method used in obtaining information for this case study is by face to face where an interview accompanied by several questions was conducted with the owner and also some users of the products distributed by this company, Adira's Marketing. Based on the information obtained as a result of the interview session, Adira's Marketing was first established at the end of 2019. These organizations carry out distribution of various types of washing soap derived from Wildan Marketing Company based in Shah Alam, Selangor. Various types of soap are distributed by Adira's Marketing such as laundry soap in liquid and powder form, dishwashing soap, floor cleaner, anti-bacterial and anti-insect spray as well as many other cleaning products. These products are packaged in bottles of various sizes from large, medium, and small bottles. Basically, Adira's Marketing is a distributor of Wildan Marketing Company soap to areas within the state of Kelantan.

## 2.2 ENTREPRENEUR PROFILE

Adira's Marketing is owned by Mr. Ismawadi Bin Berahim who is also a retiree from the field of construction work. He is also not a person with a high level of education but he has a lot of experience in business. After his retirement, he chose to carry out the sale and distribution of Muslim products as he also intended to help raise the name of locally products and safe to be used. As I mentioned before, Mr. Ismawadi started running this organization with his wife who is also his assistant named Mrs. Mazura since the end of 2019 and this owner of Adira's Marketing also makes this business as a main source to generate his income after retirement from construction jobs.

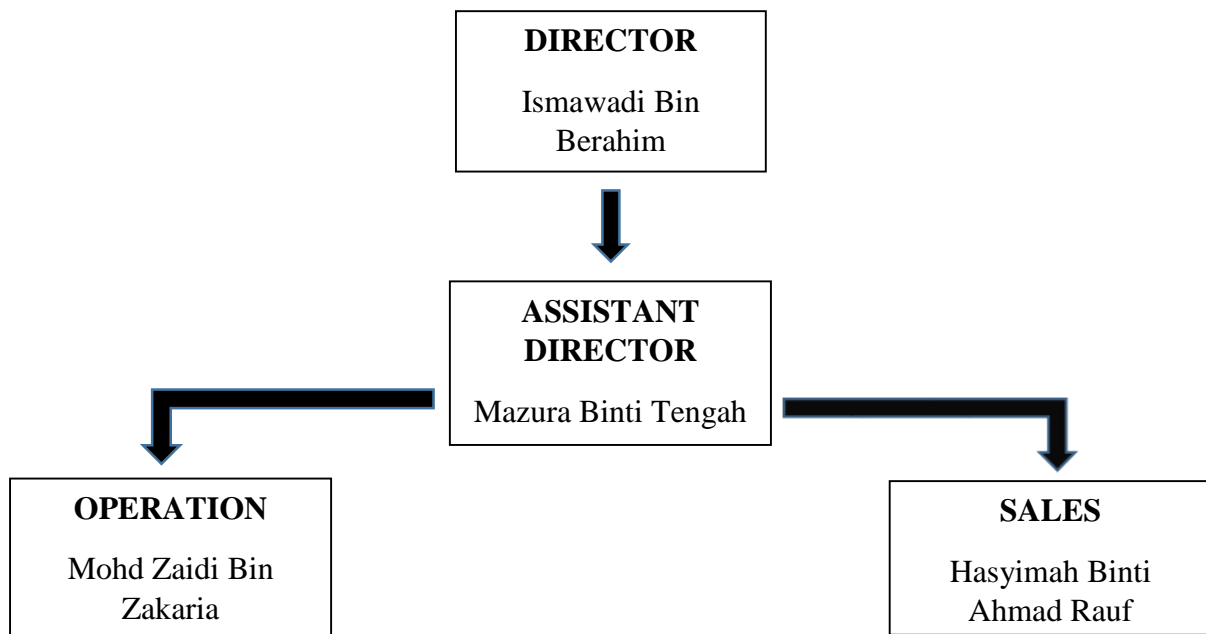
## 2.3 BUSINESS PROFILE

Based on the information I obtained, Adira's Marketing spent RM 60,000 as capital to start this business. Since the business done by Mr. Ismawadi is a small business, he only has a few employees and he was also the one who responsible for maintaining and managing the finances and figure out an effective method of marketing. Mr. Zaidi who is the workers under the scope of operation is one of the important workers because he works to help his boss to lift the goods into the truck and rearrange the goods as the size of the soaps are large and heavy and the quantity of soap is also quite large. Apart from that, Puan Hasyimah who is also an employee under the scope of sales is the person who is responsible in recording the total production of products to be distributed and the total inflow of new stock.

### 2.3.1 COMPANY'S BACKGROUND

|                               |   |
|-------------------------------|---|
| <b>Name of the Business</b>   | Adira's Marketing   |
| <b>Business Address</b>       | Teratak Along, Lorong Satu, Kampung Baru<br>Sungai Mekong, 17600 Jeli, Kelantan           |
| <b>Correspondence Address</b> | Teratak Along, Lorong Satu, Kampung Baru<br>Sungai Mekong, 17600 Jeli, Kelantan           |
| <b>Email</b>                  | Ismawadi64@gmail.com  |
| <b>Contact Number</b>         | +6012 3728526 / +6013 6228526   |
| <b>Form of Business</b>       | Sole proprietorship   |
| <b>Main Business</b>          | Distribution of various types of washing<br>soap derived from Wildan Marketing<br>Company |
| <b>Capital</b>                | RM 60,000   |
| <b>Date of Commencement</b>   | 12 Jun 2019   |
| <b>Date of Registration</b>   | 19 November 2019  |
| <b>Registration Number</b>    | 201903322581 (DC0008189-P)  |

### 2.3.2 ORGANIZATIONAL STRUCTURE



### 3.1 ENTREPRENEURSHIP CHARACTERISTICS (PECs)

Based on Alusen in 2016, Personal Entrepreneurial Competencies (PECs) is a set of qualities which assists in outline the attitude and behaviour of the entrepreneurs. Other than that, the terms “Entrepreneurial Competencies” itself refers to the characteristics that need to be possessed by the entrepreneur in order to perform their function effectively.

### 3.2 INITIATIVE

Initiatives refer to the ability of entrepreneurs themselves in planning and managing projects by combining the creative and innovative skills they have as well as the ability to take risks. The entrepreneur need to act faster and able to take actions beyond his job requirements such as does thing before being asked or compelled by the situation and acts to extend the business into new areas, products, or services.

Based on the information that I get from Adira’s Marketing owner, before the Movement Control Order (MCO) was implemented following the escalating outbreak of the Covid-19 epidemic, they had rented a store building to place their products to be marketed to locals in addition to being a stockpile. About a month later, he decided to stop renting the building store and move all items from the store into the space provided for the storage of goods in his house. This is because he is aware that the total profit from his business is likely to decrease as the country's economy and the people's economy is declining day by day and this will be the reason for him to no longer be able to pay the rent of the building. So, here I can see that Mr. Ismawadi took appropriate action before any undesirable possibility occurred.

### 3.3 PERSISTENCE

Persistence is a situation when the entrepreneur keep doing something even if others say they will not succeed or they are just wasting their time and effort. In order to overcome the obstacles that get in the way of reaching goals, the entrepreneur are able to take different or repeated actions without despair in the face of that significant obstacle.

As what I see, Encik Ismawadi which is Adira's Marketing owner have this persistence characteristic. As the proof, one of the challenges he faces is the existence of competition because more and more people are selling the same product but different quality. The prices of other soap products are also cheaper compared to the prices of laundry products sold and distributed by Adira's Marketing. This is a challenge because consumers are mostly concerned with price rather than product quality and this makes Adira's Marketing distribution products difficult to win the hearts of consumers. However, he is still determined to continue this business because he is confident that there are still many consumers who emphasize on the quality of the product and the safety guarantee of the product.

### 3.4 INFORMATION SEEKING

Information seeking is a process of gathering relevant information to use in formulating different business strategies. Entrepreneurs also able to get business-related information by asking those who are experts and more experienced in this field, get feedback from users, or do an internet research and analyse business-related matters in order to improve the business strategy.

Meanwhile, the owner of Marketing Adira has said that in an effort to run and grow this business, he asked many people who are more experienced in the activity of selling laundry products. He also felt very grateful because those experienced were not stingy to share their business knowledge and they also strongly supported Mr. Ismawadi to continue this business. They teach how to manage effective strategies to increase sales as well as tell some solutions if the



business is in trouble. From there he learned to be more efficient in managing the total inflow and outflow of product stocks.

### 3.5 CONCERN FOR HIGH QUALITY OF WORK

These characteristics indicate that an entrepreneur acts to do things that meet certain standards of excellence that give him satisfaction. For example, they use to have a desire to produce or sell a top quality of products or services and they also compares their own work favourably to that of others.

As I mentioned before, Adira's Marketing is very concerned about the quality of the products it sells and that is why its owners choose to make sales and distribution of products produced by Wildan Marketing Company. This is because Mr. Ismawadi has identified the manufacturing method and materials used to produce this product is not using prohibited substances such as animal fat and it has a halal certificate and is guaranteed clean. Apart from that, this product also goes through the process of laboratory research to eliminate bacteria because this product is also distributed to abroad such as Maldives and others.

### 3.6 USE OF INFLUENCE STRATEGIES

In order to increase sales revenue, an entrepreneur able to use key people as agents to accomplish own objectives or make use this influential people to reach his business goals. This is one of the effective strategies to influence more customers to choose this product as their daily use.

To further increase their sales volume, Adira's Marketing finds and appoints many agents in several residential areas in Kelantan so that residents in those areas are more likely to buy and they will indirectly keep using this Adira Marketing distribution product. In addition, Mr. Ismawadi will select and appoint an agent if they have some characteristics that are considered by Mr. Ismawadi which is if these agents really have a passion for business, articulate and skilled to persuade so they will be easier to influence the customer to buy the product, and the low-income group and want to increase their income such as housewives, unemployed and so on.

### 3.7 SELF-CONFIDENCE

Self-confidence carries the meaning of believing and being confident in one's own abilities even though they are not perfect. A successful entrepreneur has a strong belief in self and own abilities. For those who belong to this category does not make the imperfections that they have as a barrier to shaping success. They will express confidence in their own ability to complete difficult tasks or face challenges. With this, the process to complete any task or activity will be much easier due to the existence of self-awareness and belief in self-efficacy.


Mr. Ismawadi strongly believes in his ability to get involved in business even though he has not ventured into this field for a long time due to his work constraints as a contractor. In addition, although Mr. Ismawadi took the risk of spending a considerable amount of capital at the beginning of the process to start a business, he remained confident that the business would still be profitable even if not in large amounts. Another factor that makes the owner of Adira's Marketing believe in his efforts is because this laundry product is not a product that will be easily damaged even if stored for a long time.

### 3.8 PERSUASION

An entrepreneur can successfully using deliberate strategies to persuade or influence others for mobilizing resources, obtaining inputs, organizing productions and selling his products or services. For example, by convincing someone to buy a product or services, convince someone to provide financing, asserts own competence, reliability, or other personal or company qualities, and so on.

In my opinion, Mr. Ismawadi, who is the owner of Adira's Marketing has this persuasive features. This is because, as a seller, of course he will use the skills of persuading to convince his customers that the products sold have a very good quality and different from the other branded soaps.

## 4.1 APPENDICES



**Wildan**  
The Symbol of Total Cleaning Solutions  
We Clean and Care Naturally

**Promatic™**  
Suci, Bersih & Halal

Pengeluar dan pembekal pelbagai jenis produk cucian dan pembasmi kuman untuk:-

- \* Pasaraya / kedai runcit / mini market / halal mart
- \* Hotel / resort / home stay
- \* Restoran / Cafe
- \* Kilang / Pejabat / Sekolah
- \* Hospital / Klinik / Masjid / Surau
- \* Koperasi / Badan-badan kerajaan / korporat / individu
- \* Kedai dobi
- \* Pusat cucian kereta
- \* Dan lain-lain

**KEPUASAN PELANGGAN KEUTAMAAN KAMI**



**Wildan**  
**Promatic**

**Produk Cucian dan Pembersihan**  
keluaran Wildan Marketing

1. Serbuk Pencuci Pakaian
2. Cecair Pencuci Pakaian
3. Cecair Pencuci Pinggan
4. Semburan Penghalau Serangga
5. Semburan Anti Bakteria
6. Cecair Pencuci Lantai
7. Sabun Cuci Tangan
8. Cecair Pencuci Tandas
9. Clorox
10. Hand Sanitizer (Gel & Liquid)
11. Multi Purpose Disinfectant Antibac Cleaner
12. Zensol Via Dettol
13. Car Shampoo Snow
14. Car Shampoo Super White
15. Car Shampoo Snow Wax
16. Tyre Wax
17. Chemical Engine Wash

*We Clean and care Naturally*



**Wildan**  
**Promatic**

**Cecair Penghalau Serangga Serai Wangi**

**KEGUNAAN:**  
Menghalau serangga seperti nyamuk, lalat, lipas, anai-anai, lipan dan lain-lain.  
Mencuci dan mengilap semua jenis permukaan dapur, sinki, lantai, bilik air dan lain-lain.  
Menyegarkan kediaman dan premis dengan haruman serai wangi.  
Merehatkan minda dengan aromaterapi.  
Agen anti kulat.  
Sangat sesuai digunakan untuk semburan di dalam kabinet, meja makan, ruangan dapur, bilik air dan tempat-tempat yang selalu dikunjungi serangga.

500ml, 2 L, 4 L

**Disinfectant Antibac Cleaner 5L**

**Zensol Via Dettol 3L**

**KEGUNAAN:**  
Semburan pembasmi kuman Zensol melindungi dari penyebab penyakit dan virus.  
Untuk kebersihan setiap hari.  
Menghilangkan 99.9% kuman, bakteria dan virus.  
Meninggalkan wangian asli.

**KEGUNAAN:**  
Bunuh 99.99% kuman dan virus.  
Berkesan dalam masa 5 minit.  
Membersihkan dan membasmi kuman.  
Formula tanpa peluntur.  
Selamat untuk kawasan penyediaan makanan.  
Sesuai untuk tujuan pembersihan.

*We Clean and care Naturally*



**Wildan Promatic**

**Serbuk Pencuci Pakaian 2.1kg**

Sophia Fresh

**Serbuk Pencuci Pakaian 1.5kg**

Lavender

**KEGUNAAN:**  
 Mengandung rumusan yang tulen, pekat dan kuasa cuci yang tinggi.  
 Handal menyingkirkan kotoran dan cepat berkesan.  
 Anti bau hapak.  
 Bahan pencerah menjadikan pakaian lebih berseri.  
 Membasmi 99.9% kuman dan mencegah pembiakan bakteria.  
 Mencegah fabrik daripada cepat luntur.  
 Formula mudah cuci.  
 Sesuai untuk pengeringan dalam rumah.  
 Sedikit buih semasa mencuci. Senang membilas dan menjimatkan air.  
 Mengandungi agen anti karat.  
 Mencegah pencemaran air dan mesra alam.  
 Sesuai untuk semua jenis pakaian.  
 Sangat berkesan untuk pakaian bayi.

*We Clean and care Naturally*

**Wildan Promatic**

**Cecair Pencuci Pakaian 10kg**

Garden Blossom Sophia Fresh

Lavender Spring Blossom

**KEGUNAAN:**  
 Mengandung rumusan yang tulen, pekat dan kuasa cuci yang tinggi.  
 Handal menyingkirkan kotoran dan cepat berkesan.  
 Anti bau hapak.  
 Bahan pencerah menjadikan pakaian lebih berseri.  
 Membasmi 99.9% kuman dan mencegah pembiakan bakteria.  
 Mencegah fabrik daripada cepat luntur.  
 Formula mudah cuci.  
 Sesuai untuk pengeringan dalam rumah.  
 Sedikit buih semasa mencuci. Senang membilas dan menjimatkan air.  
 Mengandungi agen anti karat.  
 Mencegah pencemaran air dan mesra alam.  
 Sesuai untuk semua jenis pakaian.  
 Sangat berkesan untuk pakaian bayi.

*We Clean and care Naturally*

**Wildan Promatic**

**Cecair Pencuci Pakaian 2.0kg**

Garden Blossom Sophia Fresh

Lavender Spring Blossom

**KEGUNAAN:**  
 Mengandung rumusan yang tulen, pekat dan kuasa cuci yang tinggi.  
 Handal menyingkirkan kotoran dan cepat berkesan.  
 Anti bau hapak.  
 Bahan pencerah menjadikan pakaian lebih berseri.  
 Membasmi 99.9% kuman dan mencegah pembiakan bakteria.  
 Mencegah fabrik daripada cepat luntur.  
 Formula mudah cuci.  
 Sesuai untuk pengeringan dalam rumah.  
 Sedikit buih semasa mencuci. Senang membilas dan menjimatkan air.  
 Mengandungi agen anti karat.  
 Mencegah pencemaran air dan mesra alam.  
 Sesuai untuk semua jenis pakaian.  
 Sangat berkesan untuk pakaian bayi.

*We Clean and care Naturally*

**Wildan Promatic**

**Cecair Pencuci Lantai 2L**



Lavender      Rose

**Cecair Pencuci Lantai 2L**



Lemon      Lavender      Green Apple

**KEGUNAAN:**

- Membersihkan dan mengilatkan lantai
- Menyegarkan kediaman
- Berbau harum
- Tidak melekit
- Kesan maksimum

Membunuh 99.9% Bakteria

*We Clean and care Naturally*

**Wildan Promatic**

**Cecair Pencuci Pinggan 900ml**



Limau nipis      Lemon      Limau nipis & Alovera

**Cecair Pencuci Pinggan 4.4L**



Limau nipis      Lemon

**KEGUNAAN:**

- Mengandungi rumusan yang tulen, pekat dan kuasa cuci yang tinggi.
- Haruman yang kuat dan menjimatkan.
- Menyingkir kotoran dengan cepat dan handal.
- Senang menanggalkan kesan minyak yang degil.

*We Clean and care Naturally*







## 5.1 OVERALL REPORT

In conclusion, more and more people are starting to get involved in the business world. More and more types of products are being produced and this shows that business activity is also an important economic sector to help stabilize the national economy. In addition, every trader will definitely go through some obstacles and challenges to succeed in their business. For example, a business will not always make a lot of profit where there are times when the profit earned is somewhat declining compared to before due to several factors such as season, variety of other products, rising prices of goods and so on. Therefore, they need to continue to strive to increase their productivity and business strategy in order to win the hearts of consumers.

Based on the case studies I did on Adira's Marketing, they strongly support local products. That is why they choose to distribute and sell products produced by their own local company, Wildan Marketing. This product is also a Muslim product, and has already received a halal certificate. Therefore, it is safer to use. Its concentrated and fragrant quality is almost comparable to other well-known laundry products.

Apart from that, the strategy they use is to find and appoint more agents among their friends who live in residential areas is very smart because from there more people will buy and use the product as they are easy to get it without having to go out to the store



## 6.1 REFERENCES

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