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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

CASE STUDY ON SOLE PROPRIETERSHIP

“MICRO TECH SOLUTIONS ENTERPRISE”

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1.0 EXECUTIVE SUMMARY

To fulfill the Fundamental Entrepreneurship (ENT300) course requirement, we need to carry out a case study. This case study is about sole proprietorship. Sole proprietorship is an unincorporated business with only one owner. This is the easiest form of business entity. It is easy to establish. The corporation has no independent life from the creator, who is called the owner. Entrepreneurship will involve in everything including process that leads to setting up the business entity and also the development of the company. During this case study, we need to collect all information about a company to complete case study. Since we cannot conduct the interview with the manager and the employees at the company because of the pandemic Covid-19 that our nation is facing, we only can search the information online. From the information that we search, we learned about their profile, their business history, their business profile, products or services and even the attributes of becoming an entrepreneur from the interview.

2.0 INTRODUCTION

Based on the case study, we need to find a single business that the revenue not exceed RM250000 in a year. So, we decided to choose Micro Tech Solution Enterprise which located at No.1, Jalan Kejayaan 16, Taman Universiti, 81300 Skudai, Johor. In order to assess the success of the company and try to get a lot of data to evaluate the business performance and to get lot of information, we search about the company through searching in internet.

During this case study, we should choose one small and medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commissions of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). This case study consists of an individual project, we need to search the information by ourselves with the help of the lecturer and friend. So, in order to gather all the data and information that we need, we have to search in the internet to get the data we want. The reason why we choose this company because we can get the company's information easily in the internet. It makes it easier to us to make this report especially during this pandemic.

The objective of the case study is to apply the theories and concepts that we learned in class in real life. Through the case study, students will be able to develop their skills in problem solving and decision-making.

3.0 ENTREPRENEUR PROFILE

Micro Tech Solutions Enterprise is own by a male entrepreneur named Mohd. Amaruddin Bin Hassan who was born in Johor. He is someone who has the passion and confidence to prove that he is capable to be par with other people who in the same field. Mohd. Amaruddin who has knowledge in the field of Civil Engineering and confident that his company will expand well in Malaysia.

Mohd. Amaruddin educational background is after obtained his SPM, he continued his studies in the diploma level in the construction filed. He is someone who aspiring. He wants his company to be a well-known company in Malaysia. He also known for his good manners and always puts his customers as priority because he believes that customers always right. He is also really kind towards his employees and takes care of their welfare.

He has been involved in this field since 2013 and has been through many challenges. With the principle of 'knowledge based on technology and maintain the security and health of the employees' he believes his company can go far in this industry. To make sure all of his employees are safe and healthy, he also future his study in Health and Environmental Safety.