



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang

ENTREPRENEURSHIP

ENT300

INDIVIDUAL REPORT

CASE STUDY ASSIGNMENT

Entrepreneur:

Mohammad Azwan Bin Mohammad Aripin

Owner of AWE .Outlet

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1.0 EXECUTIVE SUMMARY

For the study case for ent300 I was given the task to find a successful entrepreneur who produces his own product . I chose mohammad azwan bin mohammad aripin or awe because he is a native of Kelantan who was originally a Kelantan fA and Malaysian football player. However, he started trying the business world with his fiancé on a part-time basis only at first. He produced a shirt that not only has an interesting design but also a different shape from other clothes that feature a slightly longer back. Azwan started his business with a small capital but his longevity became an attraction because of the quality of his clothes and his more exclusive pattern. The majority of AWE.Outlet customers are natives, especially those who love football. The AWE.outlet brand is now successfully surviving in the business industry after constant demand

2.0INTRODUCTION

2.1 Entrepreneur

Mohammad Azwan bin Mohammad Aripin or better known as awe in the Kelantan dialect is a football player of the Kelantan FA team and the Malaysian team. Born on April 21, 1994, the Kelantan-born man managed to make a name for himself in the national football world with his favorite jersey number 13. His interest in football started when he was young, the proof is that he once shared the story of his childhood who was willing to skip school just to play football with his friends. He worked hard and his efforts proved successful when he was called to wear the Kelantan team jersey under 18 presidential trophy and at the age of 20, he was called to help the Kelantan FA team. It never crossed his mind to start a business. This is because his interest is only in the sport of football.

After 1 year of playing with the Kelantan FA team, her fiancé known as nur balqis invited azwan to start a business part time because this fiancé is a business woman and finally they agreed. They started by choosing a perfume business but received less response from customers. Then they tried with hair oil products but also received the same fate that is less popular. This did not break their spirit when Azwan himself got the idea to try to sell the shirt he likes, which is a kind of t-shirt that is longer than the back, comfortable fabric and knows how difficult to get it in the market now. After azwan and his fiancé discussed, they finally agreed to produce a long shirt t shirt with their own brand, namely AWE.Outlet. The name AWE.Outlet was chosen based on the name of its manufacturer, azwan aripin. At first they did not expect the business this time to get a high response because they just wanted to try. But after that their business grew and the name AWE.Outley continued until it had its own site in Kelantan.

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after their first sale got an interesting response, azwan aripin tried to produce more t shirts. It is not easy for Azwam Aripin to start his business after several attempts in business. He is a brave man because he is willing to take risks by selling clothes based on the design he is interested in. If his target and mission used to be small and low, but now he is able to be proud of his stable business

2.2 Business Profile

As previously reported, his fiancé Nurul balkhis binti shahumi invited him to start a business part time and finally Azwan accepted. At first, Azwan tried perfume and hair oil products, but did not get any response. Only then did he think about wanting to remove one piece of clothing from another and it was his favorite that was a shirt that was longer than his back and cold. Therefore, Azwan dared to try to make a shirt by putting the name AWE.Outlet as the name of the company and the brand of the shirt. The name AWE.outlet is taken from azwan's own name in the Kelantan dialect which is AWE. From there, Azwan tried to remove his own shirt. Their capital at the start of this shirt business is only rm1000 and hope the profit earned can be used to increase the quantity of shirts. Initially, the t-shirt issued was given a basic design name and themed t-shirt simple azwan. The first time azwan and his fiancé balkhis launched a shirt in the market, they got an amazing and surprising response because they did not expect the shirt to sell so much and so much demand. The majority of customers who buy it are Azwan Aripin fans in the world of football. It is also because customers like the quality of comfortable fabrics and attractive design, making many people also support and promote the shirt.

From there, Azwan and his fiancé got a new spirit and injection to be more enthusiastic in growing this business and producing more shirts with more interesting patterns. The t shirt sold by azwan at first was only rm39 dsri capital rm30. At that time they only ordered clothes in small quantities for fear of no response. However, when they saw the response received was amazing and got a lot of demand, Azwan and his fiancé started to move towards more commitment to grow the business by finding a factory that can provide sewing orders in large quantities and cheap prices. After weeks of searching, finally a friend of Azwan offered his factory services in providing cool clothes at a cheap price. According to azwan's fiancé, balkhis, we used to only order 100 to 200 pieces a month, but now there is a lot of demand and response, we increase the quantity of orders every month to 500 to 1000 pieces of clothes every month. Clearly we can see that AWE companies are growing and growing.

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Azwan promotes and expands his outerwear by putting a cheap price on the start of their business which is rm39 so that people can buy it. Once they received encouraging response, they started expanding their business by giving away free shirts to 10 instafamous to promote. If the item is not of good quality, the customer will not buy it again and will tell others about its disadvantages, but if the item is of quality, people will buy it again and tell friends to buy. Similarly with this AWE shirt, what makes customers buy it because AWE shirt uses a comfortable fabric that is 100% cotton, cool when worn and absorbs the smell of sweat. Among other features is the color that will not fade even if washed many times, the shirt will not shrink after washing and the fabric is thick but not hot. The start-up business of this AWE company is only led by 2 employees, namely the owner himself, Azwan and his fiancé Balkhis. Only the two of them make orders, make designs, and sell them by doing COD, also done by azwan and balkhis. Due to the increasing response and demand regardless of around Kelantan or outside Kelantan, they began to use the postal service to expand their business.

Now AWE company has 6 staff, 3 people are assigned to do editing, marketing, and postal affairs while the rest is for office affairs. As for dropship and agent, they have members in each state for taking orders and others. This shows that AWE Company is growing. AWE company statistics state that in the past they only got 20% profit from capital but now they get 40% -60% profit from their capital. If in the past their capital was only rm1000 per month, but now AWE companies will issue a capital of rm8000 per month and will get a return of rm5000 every month. When asked about azwan and Balkhis' plans for this company, they expressed their desire and plans to produce more shirts in a month and produce more new editions and more interesting patterns. The shirt product produced by AWE Company has a wide selection of colors, editions and patterns. Shirts are available from size xs to xxl using 100% cotton material and have a cutting fit. This shirt is categorized in the long shirt category. AWE shirts are available at rm49 to rm69.

2.3 Product Detail

UKURAN BAJU

MICHAEL

ELEGANCE

SOLID

PREMIUM

SIZE	BAHU	DADA	PINGGANG	PANJANG LENGAN	LEBAR LENGAN	LABUH DEPAN	LABUH BELAKANG
XXS	13	15	14.5	7	5	26	27
XS	14	16	15.5	7.5	5.5	26	27
S	15	17	16.5	8	6	27	28
M	16	18	17.5	8.5	6.5	27.5	28.5
L	17	19	19	9	7	29	30
XL	19	21	21	9.5	7.5	29	30

- **Have agent every area,city and state**
- **Fast delivery**
- **Provide COD**

- Can search their agent on ig based on area we want
- Price start from rm49-rm69

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3.0 ENTREPRENEURIAL CHARACTERISTIC

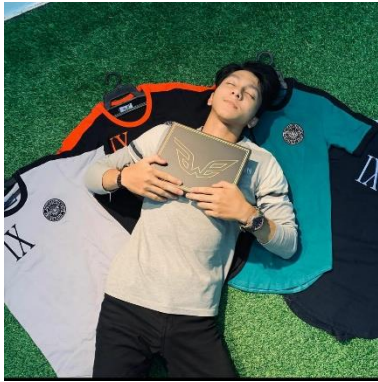
3.1 Azwan's PEC Character is always updating something according to the suitability and needs of the customer or more easily understood is to care about what the customer wants. Azwan's attitude that likes to renew something in his business according to the convenience and wishes of customers makes his business always move and accepted by customers. This is because it is very important for Azwan because the purpose of his business is to attract customers, if he does not care what the customer wants and opinion, then his product may be less popular because it does not follow the customer's wishes. Azwan always cares by reading customer comments and his customers' opinions on shirt patterns, colors and others. Among the opinions and needs of consumers that Azwan most often heard is about the shape of the neck of the shirt, many people want a round neck shape compared to the V shape. Because many customers express that opinion, Azwan produces a shirt with a round neck shape to meet customer needs.

3.2 The enemy is Azwan a clever entrepreneur in arranging his schedule. As we know he is a Kelantan and Malaysian football player, a very heavy task. But we can see the AWE business.outlet is progressing and Azwan's performance on the field is also in good condition. Azwan wisely manages his life schedule, he focuses on football so that he is always consistent and achieves the target because that is his main career. However, Azwan still focuses on his business so that he can continue to move despite his absence later. It is not easy for a

person to handle 2 important roles in the day. Many people fail to manage the schedule even if they only focus on 1 job or job, but for Azwan he managed to become a successful entrepreneur and at the same time still maintain his performance as a national football player. Among other examples we can see is that Azwan often goes down to the field with agents to sell clothes at the night market or anywhere, despite being busy with training and fatigue, Azwan can still give commitment to his business.

3.3 This last character is a character that benefits everyone. At first, Azwan only focused on his shop business but his attitude was to help young people, students, housewives to earn extra money. Therefore, Azwan opens the opportunity to all members of the public regardless of age or status to do business together online or in stores. His attitude of wanting to help people who work hard while doing business. Not many can do what Azwan does because for a person to succeed in becoming an entrepreneur and succeed in building his own empire is difficult. We can see many people become dropship or agent for a product but not many can open their own product and benefit others through their business. Due to Azwan's attitude, AWE.outlet now has agents throughout Malaysia and this can help expand its business so that it is better known to many.

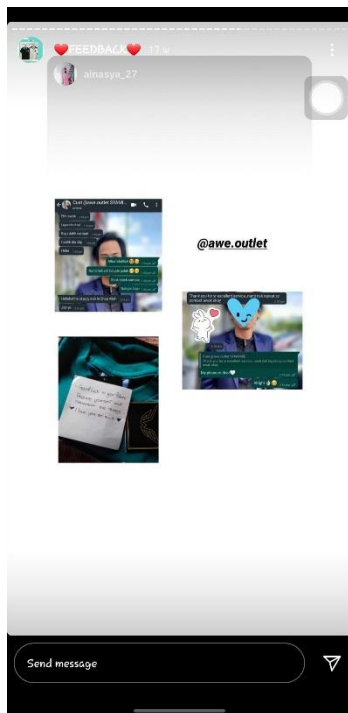
APENDIC



APENDIC



APENDIC



REFERENCES

- **Interview with Mohammad Azwan Bin Mohammad Aripin**
- **Interview with Nurul Balkhis Binti Shahumi(Azwan fiances)**

OVERALL REPORT

From all the information we have read above, I can learn new things in the business world such as how to start a business. We can conclude that Azwan is an entrepreneur who does not know the meaning of despair or tired because he continues to strive to develop his business despite taking on 2 important roles. In this business world there are those who start well and there are people who start with a bad step, but what is important is our determination to achieve success and success in something we do like the story of Azwan Aripin who at the beginning of his business was a bit bad but he continued trying to fix and try something. As a result today, he has successfully produced his own product and at the same time opened up job opportunities for the public to do business together. We can also take lessons in this business world we must be wise to organize steps and future planning to be more prepared like Azwan in managing his daily schedule with business. Apart from that, we can learn that life is always ready with planning, we can see Azwan has already succeeded in becoming a national football player who will definitely get a good paycheck but that is for now, so he makes a business that can survive and compete in the business world . So when Azwan retires from the football world later, he still has income for his life, maybe now his business profit income has just reached thousands, maybe the next 5 years will reach hundreds of thousands