



اَوْنِفُورِيسِيْتِي تِيكِنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)

CASE STUDY RUBRIC



“NAMI K FOOD”

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TABLE OF CONTENTS

NO	CONTENT	PAGES
1.0	Executive summary	1
2.0	Introduction: entrepreneur and business profile Company background Entrepreneur background	2 - 6
3.0	Entrepreneurial characteristics Initiatives Problem solving Persistence	7 - 8
4.0	Appendices	9 – 11
5.0	Overall report	12

1.0 EXECUTIVE SUMMARY

Regarding to fulfill my individual assignment for Fundamental of Entrepreneurship (ENT300), I need to conduct a case study which is a case study based on company's information. In this case study, I need to collect all of the data of the company such as background of the company and the background of the company's owner. The company that I decided to choose is Nami K food. Unfortunately because of pandemic Covid-19, I had an interview session with the founder of Nami K Food through Whatsapp application to get through more information about her business. Raja Noraimy Yasmin is the founder and also the owner of Nami K food. The interview session was quite good and going smoothly. I got a lot of information from her about a background of the company.

After getting all of the information, I have to proceed by doing a report for my case study. This report is will be contain an overview of business and entrepreneur of Nami K Food Company. This company focuses on Korean type of food that using the good ingredient but selling at affordable price. The company has been managed only about 2 years. This case study make me able to know how the entrepreneur setting up their business and how they grow up their business from nothing to something. In this report, I can gain some of the information about the background of the company and the entrepreneur that I managed to get from the founder of the company itself via whatsapp. From the information that I had gathered, I can see that the entrepreneur is a good leader to Nami K Food because she have a good entrepreneurial characteristic. The entrepreneur itself means a person who set up, handle and assume the reasonable possibility on what will happen in their business. Lastly, I hope that Nami K Food become one of the famous Korean food shop which people recognize. I also hope that Nami K Food is able to grow to be able to open branches elsewhere

2.0 INTRODUCTION: ENTREPRENEUR AND BUSINESS PROFILE

COMPANY BACKGROUND



Logo of Nami K Food

Name of the business	Nami K Food
Business address	433D, Jalan Kubang Tuman, 15400 Kampung Kok Pasir, Kota Bharu, Kelantan
Correspondence address	433D, Jalan Kubang Tuman, 15400 Kampung Kok Pasir, Kota Bharu, Kelantan
Website	@kelantankoreanfood
Email	-
Phone number	0169424198 / 0127467004
Fax number	-
Form of business	Sole Proprietorship

Main activity	Provide Korean food that sales online and offline	
Date of commencement	15 October 2018	
Date of registration	17 November 2018	
Registration number	SSM No: KT0439888-X	
Capital	RM200	
Company history		
	YEAR	EVOLUTION
	2018	Takes only 1 month to successfully register the business to enterprise and attract many people
	2019	Able to own a store