



اَوْنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
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FACULTY OF INFORMATION MANAGEMENT

ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

TITLE:

INDIVIDUAL ASSIGNMENT: CASE STUDY OF SHEgak

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TABLE OF CONTENTS

TITLE	PAGE
EXECUTIVE SUMMARRY	3
INTRODUCTION	4
ENTREPRENEUR POFILE	5
COMPANY PROFILE	6-7
ENTREPRENEURIAL CHARACTERISTICS	8-11
REFERENCES	12
APPENDIX	13-17

EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of entrepreneurship (ENT300) course requirement, I need to carry out a case study .In this case study, I need to collect all information about a company to complete the task.

The company that has been choose for this case study is a SHEgak This company sell variety kinds of scarfs and hair bands.To know more about this company I interview the owner Miss Ayu Nadhirah.The interview went well and I has successfully gather a lot of information regarding this company.For example ,the background of the business, organizational structure and about the products that the company sell.

On top of that I also get to analysis the entrepreneunr characteristic that Miss Ayu have to control her business. This case study also requires the I to conduct an analysis that allows the me to perform an observation form of analysis that seeks to point out the Personal Entrepreneurial Competencies (PECs) in Entrepreneurship that exist in this selected entrepreneur. The researcher has found some points of PECs that describe the selected entrepreneurs as part of observation and analysis made by the researcher that can be referenced in this case study

INTRODUCTION

Assalamualaikum, I currently study at UiTM Kelantan Kampus Machang. The course that I take is Diploma in Banking . The reason why I did the case study is because it is in the ENT300 Syllabus.

I have to find a business that their sales not exceed RM 250000 . The purpose of this case study is to provide a better understanding for me to asses my chosen business plan. This case study is done to analyse in detail about a business for me to be able to manage one effectively and efficiently in the future.

I studied a business in female fashion industry. It is a company that sell scarfs and hair bands called SHEgak . I studied the background of the business and the process of rendering the service. I were able to assess my knowledge in entrepreneurship in this study. The purpose of this study is to know the entrepreneur characteristics that able to handle the company.

ENTREPRENEURIAL PROFILE



NAME	Ayu Nadhirah Binti Mohd Zaini
NICKNAME	Ayu
AGE	20
GENDER	female
OCCUPATION	student
POSITION IN COMPANY	owner

Ayu is a Malaysian female, aged 20 and she is the founder. She grew up in at Penang. She is the eldest of 3 siblings. She currently studying for her degree in accounting at Sabah. Ayu has been displaying a powerful and unceasing drive since her childhood. She started by earning a money by selling candy at schools. She love fashion and always search up what is in trend . It was there that she was educated in the art that would characterize her selling female necessity. A few rigorous months of research were spent. She had gained useful abilities and wanted freedom now.