



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF ENTREPRENUERSHIP
(ENT300)**

CASE STUDY

WOOD-FIRED OVEN PIZZERIA (WOP PIZZERIA)

PREPARED FOR:

MADAM NUR HAZELN BINTI MAT RUSOK

PREPARED BY:

MUHAMMAD HAKIM YUSOFF

2018253932

Table of Contents

1.0 EXECUTIVE SUMMARY	3
2.0 INTRODUCTION.....	4
3.0 Business Profile	5
3.1 Business Background & History	6
3.2 Business Products.....	7
3.3 Business Organizational Structure	7
4.0 Entrepreneur Profile	8
4.1 Entrepreneur background.....	9
5.0 Entrepreneur Characteristics	10
5.1 Sees and acts on opportunities	10
5.2 Persistence.....	10
5.5 Commitment to work contract.....	12
5.6 Self-confidence.....	12
6.0 Conclusion	13
7.0 References.....	14
8.0 Appendices.....	15

1.0 EXECUTIVE SUMMARY

This case study is for subject Fundamental of Entrepreneurship (ENT300). As a final year of Diploma of Public Administration's student, I must complete a case study on entrepreneurship which is one of the subjects that I must pass to complete my diploma studies. Fundamental of Entrepreneurship's subject is one of the subjects that is important to every student in my opinion as this could expose students and give us a quick review of the bigger world that awaits us in the future. This subject and this case study have taught the students about the business world. It helps the student to recognize, and evaluate the company backgrounds, company organizations, productions and problems that companies face in the real world of business.

For this case study, I have personally chosen Ikmal Burhanuddin and his business which is WOP Pizzeria Sdn. Bhd. to be my studies. Their uniqueness, creativity, hard work and passion had amused me to choose their business. There are many ways to gather information and resources to complete a case study. But, due to the Covid-19 Pandemic, students were advised to use other methods that are not involving a face-to-face interaction. So, I have decided to make an online interview using Instagram's DM and through WhatsApps Messenger to gather information. I also gathered information about the company through the internet and even spare some of my times watching their interviews on the YouTube. I faced some difficulties at the beginning to contact the owner but after that, it is much easier for me to gather information from Mr. Ikmal.

Throughout online interviews and spending time watching videos online, I gathered and learned about the company history, background, organization, products, and problems. I also noticed Ikmal Burhanuddin's Personal Entrepreneur Characteristics (PECs) which are Sees and acts on opportunities, Persistence, Information seeking, Concern for high quality work, Commitment to work contract, and Self-confidence.

Based on this case study, I believe that Mr. Ikmal and WOP Pizzeria is one of the underrated icons of entrepreneurship. He and his company have a lot of potential to grow bigger and bigger in the future and the spirits shown by himself and his employee will ensure that their Pizzeria will succeed.

2.0 INTRODUCTION



It is hard to find a restaurant that serves pizza that have the original and similar taste of pizza that made from its original place, which is Italy, to be precise Naples, Italy. Italy is one of the countries that have best cuisine in the world. However, it does not mean that our own Malaysian cuisine is terrible, but I would like to show and make people explore new cuisine that are available 10,000 km away from Malaysia. It might be an exciting experience to try something new and authentic.

So, a restaurant has crossed my mind and when I think of pizza, it will straight away remind me of WOP Pizzeria. WOP Pizzeria Sdn. Bhd. is one of the restaurants that serves pizza in Kuala Lumpur currently. But it does not stop there, they served pizza that are almost have the similar taste in Italy. Their Wood Fire Sourdough Pizza and by using “Biga” Dough Method was their differences to be compared with other restaurants. This also made their pizza taste different from other and become their signature taste as the customer keep coming back for more.

WOP Pizzeria Sdn. Bhd. was founded by Ikmal Burhanuddin and was helped by his wife and relatives at its early days. Starting from having loves and hobbies to make pizza, Mr. Ikmal got a lot of positive feedbacks from families, friend and neighbours have motivated this young man in 2015 to start this business. Today, WOP Pizzeria operated at a shop lot in Plaza Damas, Sri Hartamas, Kuala Lumpur.

3.0 Business Profile



Name of the business	WOP PIZZERIA SDN. BHD.
Business addresses	H-0-8 & H-1-8, Plaza Damas, Sri Hartamas Kuala Lumpur, Malaysia.
Website	www.woppizzakl.com
Telephone number	03-6419 7530
Main product	Wood Fire Sourdough Pizza
Registration number	SSM No.: 202001012477 (1368797-A)
Form of business	Private Limited Company
No. of Workers	6 workers
Workhour	Daily, 11.00 a.m. to 9.00 p.m.
Date of commencement	February 2016
Tagline	Trust The Crust!