



اَبُو سَيِّدِي تِكْمُو لُو كِنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan

Kampus Machang

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

ASSIGNMENT 1:

Case Study

(Azahari Batik Enterprise)

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EXECUTIVE SUMMARY

The case study is really important to evaluate of the company background. In order to fulfill Fundamental of Entrepreneurship (ENT300) course description. I need to carry out a individual case study. During the case study I need to collect all information about the any company to complete this case study.

Based on case study I need to find a company which their sales not exceed Rm 250 000 for a year. So, I decided to choose Azahari Batik enterprise which is located at No 43 Tingkat 2 Tangga 3 Pasar Besar Siti Khadijah, 1500, Kota Bharu, Kelantan. So, I decided to get contact with Azahari Batik Manager to have an online interview with Whatsapp with the Manager who is Noor A'ini Binti Mokhtar. By interviewing her i can know about the entrepreneur and company's background, and entrepreneur characteristics. Next, based on the findings during the interview, the Azahari Batik was established about 30 years old. The founder who is Azahari Bin Yusoff live in Kota Bharu was graduated from STPM and then he worked as the Batik Painter for his friend's factory. A few years later, he started to open the business by rent a shop in Pasar Siti Khadijah to sell the Batik Cloth like 'Batik Conteng', 'Batik Blok', and 'Batik skrin'. Azahari Batik Enterprise focuses their sales towards Kelantanese women, because the mainly Women wear Batik cloth during the certain event like Traditional event and formal Event. Some of his Personal Entrepreneurial competencies (PEC) are initiative and concern for high quality of work.

ENTREPRENEUR BACKGROUND



Name	Azahari Bin Yusoff
Age	54
Status	Owner of the Azahari Batik Enterprise
Telephone Number	0199816100
Facebook	Azahari Batik
Entrepreneur Background	<ul style="list-style-type: none">-Graduated from Sijil Tinggi Pembelajaran Malaysia (STPM)-Work as a Batik painter at his Friend's manufacturer house-Later he retired from being a Batik painter and started make business to sell Batik
Achievement	Involve in National Craft Day by Ministry of Tourism And Culture Malaysia at Kuala Lumpur

COMPANY BACKGROUND



Name of The Business	Azahari Batik Enterprise
Business Address	No 43 Tingkat 2 Tangga 3 Pasar Besar Siti Khadijah, 1500, Kota Bharu, Kelantan
Correspondence Adress	Lot 61 Kampung Pasir Kota, 15100, Kota Bharu, Kelantan
Instagram	Azahari Batik
Telephone Number	0199816100
Form of Business	Sole proprietorship
Main Activity	Azahari Enterprise do sales online and offline
Date of Commentment	14 Julai 1991
SSM Registration Number	KT03221222-K
History of Company	<ul style="list-style-type: none">-The Azahari Batik Enterprise was established since 30 years-There are 3 staff to maintain the shift which is morning and evening-During 2017, the Azahari Batik started to promote their Batik in online such like Facebook, Instagram, and Whatsapp