



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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**DIPLOMA IN PUBLIC ADMINISTRATION
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FUNDAMENTALS OF ENTREPRENEURSHIP

ASSIGNMENT TOPIC / QUESTION:

CASE STUDY

PREPARED FOR:

MADAM NUR HAZLEEN MAT RUSOK

PREPARED BY:

NUR MAISARAH BINTI ZAMANI

2018212278

D1AM1105B

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1.0 EXECUTIVE SUMMARY

In order to complete my case study in Fundamentals Of Entrepreneurship, I was given two options either to choose sole proprietorship or partnership. After I go further, I decided to choose a sole proprietorship business which situated just a stone's throw away from my house. Due to Covid-19, I managed to gather sufficient information regarding to the business by interview the founder; Madam Nor Rosidah Osman through email, WhatsApp and some voice calls. Despites all difficulties during the spread of Covid-19, her business still manages to gain a fortune profits and never her restaurant never stop hustling. At the end of the interview, I am capable to complete the ask as required such as background of their business. Besides, I can analyze the entrepreneurial characteristics of the business thoroughly.

2.0 INTRODUCTION

Pizza Anak Dol, owned by a 32-year-old woman in the heart of Jerantut, Pahang; Madam Nor Rosidah Osman. She owns Pizza Anak Dol since 2017. It began from a small hut next to a mosque to a two-story premise in the middle of the town.

Now, her enterprise company becomes one of the signature foods in Jerantut due to the uniqueness on how they prepare the pizza. As a matter of fact, the pizza is prepared by using a massive brick oven and using firewood. Thus, it attracts people to try out the pizza and surprisingly it tastes very scrumptious and already beat the famous brands of pizza!

2.1 Background History

The founder decided to begin her small business with the help of her spouse. This lovely couple always stick together to make their dream comes true. According to her story, she said that the two of them have two different roles where she does the business meanwhile her husband is responsible in collecting firewood in the forest and build up the brick and sturdy oven.

In the beginning, they only can afford to build an oven but after months, due to high demand from the customers they decided to build up for another two ovens and increase more employees.

She always tries out a new recipe in order to make sure her customers will never bored of the provided menus. One of the most popular order in Pizza Anak Dol is Pizza Sambal Hitam. As matter of fact, sambal hitam is one of the signature sambals in Pahang. Hence, this flavor of pizza wins a spot on her customers heart ever since the very beginning.