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UNIVERSITI  
TEKNOLOGI  
MARA

**COURSE:**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

**REPORT TITLE:**

CASE STUDY

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## **1.0 EXECUTIVE SUMMARY**

Regarding to fulfill Fundamental of Entrepreneurship (ENT300) course requirement, a case study need to be carried out. During the conduction of this case study, all information about the company I have select need to be collected. So I decided to contact the Aiszzy Electronics Enterprise manager to do an interview. From the interview, i get more information about the background of the business, entrepreneur and business profile and entrepreneurial characteristics.

## 2.0 INTRODUCTION

Based on this case study, we need to find a company which the sales are not exceed RM250,000 per year. So I decided to choose Aiszzy Electronics Enterprise located at No.13A, Jalan Kristal L7/L, Seksyen 7, 40000 Shah Alam, Selangor to evaluate the business performance and try to get much more information through call interview with the manager.

To conduct this case study, I need to choose a small and medium enterprise (SMEs) in Malaysia. Company that have been selected must be registered under Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to collect all the information that I need, I decided to conduct an interview with the owner of Aiszzy Electronics Enterprise Miss Nur Aqilah Zainuddin to get some informations that we need. The reason why I choose this local product business is to know how they manage their business.

Aiszzy Electronics Enterprise serves an ideal electronic shop for the community who are searching for specific electronic components, sensors & actuators, microcontroller board (Arduino, Micro:bit, NodeMCU, ESP32), microprocessor board (Raspberry Pi), Reka Bentuk Teknologi (RBT)/IoT/Arduino training or kits and electrical training.

Objective of this case study is to access application on theories and concepts learned in lecture to the real life situation. Through the case study, students would be able to improve problem resolving and decision-making skills.

## 2.0 ENTREPRENEUR & BUSINESS PROFILE



Figure 1 : Logo of Aiszzy Electronics Enterprise

<b>Name of the Business</b>	Aiszzy Electronics Enterprise
<b>Business Address</b>	No.13A, Jalan Kristal L7/L, Seksyen 7, 40000 Shah Alam, Selangor
<b>Correspondence address</b>	No.13A, Jalan Kristal L7/L, Seksyen 7, 40000 Shah Alam, Selangor
<b>Website</b>	<a href="https://www.aiszzyelectronics.my/">https://www.aiszzyelectronics.my/</a>
<b>Email</b>	aiszzyelectronics@gmail.com
<b>Telephone Number</b>	03-5524 4213 / +60 12-399 8839
<b>Fax number</b>	-
<b>Form of business</b>	Sole proprietorship
<b>Main activity</b>	Sell electronic components, Arduino board / sensors, Raspberry Pi board. Aiszzy Electronics Enterprise also provide services as training for IoT, Arduino and more.
<b>Date of commencement</b>	27th December 2015
<b>Date of registration</b>	11th October 2016
<b>Registration number</b>	JM0698752-U
<b>Company history</b>	It was founded by Nur 'Aqilah Zainuddin in late December 2015. On 11 <sup>th</sup> October 2016, a shop is established in Seksyen 7, Shah Alam, and relatively known to be the only electronic shop in Malaysia run by females.