



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

# CASE STUDY

**SAHZUL PASAR SEGAR  
ENTEPRISE**

**PRODUCT ORIENTED BUSINESS**

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## EXECUTIVE SUMMARY

After the lecturer give the assignment to make the case study about an entrepreneur and also regarding to fulfill the fundamental of entrepreneurship (ENT300), we need to search an entrepreneur who have the business and also have their own product. Because of that, even now, Malaysia was faced with the pandemic Covid-19, but with this case study, after I had make an analysis about the entrepreneur in Malaysia, I attracted to know and want to make the interview on an entrepreneur who have his own business, Sahzul Pasar Segar Enterprise. The founder or the owner of this business known as Zulkornain bin Ismail also known as encik Zulkornain. I choose him as a good entrepreneur because of his creativity and also his achievement of his business that make the product who have the good quality. Because of that, in this document, will be explain and also will show many part of this entrepreneur and also about his business from zero to be a good business. Besides, in this document also will be explain on the characteristic of this entrepreneur that be a main key for the successful of Encik Zulkornain to improve his business every time. Other than that, the reason I choose Encik Zulkornain because of his effort and very humble and supportive person during me make interview on him. So, with this document of the case study for the business Sahzul Pasar Segar, I will be sure that we will get the benefit and also will be get inspired to be like him who a good entrepreneur. This will be proven by the content of this document. In this study case, will be explain about the profile of Encik Zulkornain and after that, will be explain about the business background. For the business Sahzul Pasar Segar Enterprise, will be explain about the business offering, the business marketing and also the business operating. After that, will be explain well the characteristic of an entrepreneur on Encik Zulkornain that will give us more spirit and the best example to manage the business. Last but not least, also in this case study will be show us the appendices of the Sahzul Pasar Segar. Last but not least, also I have asked the problem faced by encik Zulkornain to be the owner of this business and how to overcome it. This case study will explain one by one in this document.

# INTRODUCTION

## Entrepreneur Profile



Name of Entrepreneur	<b>Zulkornain Bin Ismail</b>
Age	<b>52</b>
Home Addresses	<b>NO 118, Kg Lalang Pepuyu, 17510, Tanah Merah, Kelantan</b>
E-mail	<b>Zulkornainismail1968@gmail.com</b>
Telephone Number	<b>019-9213698</b>
Academic Qualifications	<b>SPM certificate</b>
Characteristic	<ol style="list-style-type: none"> <li><b>1. sees and act on opportunity</b></li> <li><b>2. systematic planning</b></li> <li><b>3. self confidence</b></li> <li><b>4. persistence</b></li> </ol>

First of all, Sahzul Pasar Segar Enterprise is a business or a company that well-known as the business who sell the needs of the society in their daily life and also the business who are half of the groceries shop. This business was popular in Tanah Merah area in Kelantan because of location of this business is at the Kampung Panglima Bayu, 17500, Tanah Merah, Kelantan who are various needs provided in this business for example, the main product at the Sahzul Pasar Segar is the coconut milk, the processes chicken and also the various vegetable. All the main product was sold by retail. Because of that, this business be popular because sometimes, that the demand of that product will be increase. Sahzul Pasar Segar enterprise is a company that registered under the Companies commission of Malaysia (SSM) and this make this business was valid to make their activity to produce, to process and also sell the main product at the Sahzul Pasar Segar. This company fully control and run by Encik Zulkornain and was supported by his wife, Rohana Binti Yaacob who be the partnership for this company with Encik Zulkornain. Because of the good relationship among the owner of this company, the chemistry to manage and also to improve this business can be manage well to be sure that this business can be increase to another level.

Because of that, before we know about the business background and also know about this company, we will know about the owner of this company first. The name given by his mother known as Zulkornain Bin Ismail who are given birth at the Kampung Lalang Pepuyu at the 18 April 1968. Encik Zulkornain was born in a simple family because of his parent during his child, his parent work as a rubber tapper only. But, Encik Zulkornain explain to me during the interview, he very appreciate get live like that because it was make him be more independent and also have a passion to help the family. Because of that, he also after school time, Encik Zulkornain and his siblings will go to the river and caught the fish and sell it. Encik Zulkornain get the extra money from the sale of the fish to be his revenue to use at the hostel. After that, after complete his SPM, Encik Zulkornain decided not to pursue his study and choose to find the work at the Singapore as a factory worker. After that, Encik Zulkornain move to Johor and work at there on 1994. His get many experience and also dreaming to be an entrepreneur who not work with people but have his own business. After Encik Zulkornain have get married with Rohana Binti Yaacob on 1995, Encik Zulkornain back to the village and decided to be a hawkers in the village. In 1996, Encik Zulkornain start the business with sell the daily needs for example, the fish, vegetables and more with just only ride motorcycle at that time. Because of the confident and also believe that with this