



اَوْنِبُوْرَسِيَّتِيْ بِاَتِيْكَوْلُوْكَىْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

Individual Assignment :

Case Study

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1.0 EXECUTIVE SUMMARY

Based on case study report, conducted by me to fulfil the requirements as part of completing the course of Introduction of Entrepreneurship (ENT300). Generally this study requires me to pick one correspondent entrepreneur that reach sales below RM250,000 in a year. So I have choose Nafissa Exclusive which is located at Kawasan Perindustrian Padang Tembak, 152000 Kota Bharu, Kelantan.

Then to complete my case study, I need to interview the manager of Nafissa Exclusive which is Mr. Iskandar to get information about the business and entrepreneurship. I choose Nafissa Exclusive because their business look like well managed even they have sell more than one type of product and have 7 workers in one department.

Next, with the cooperation of their manager to share with me about their business I can access application and concepts learned in lecture to real life situation. Through case study, student would be capable know how to be successful entrepreneur with decision-making skill.

2.0 COMPANY BACKGROUND



Figure 1: Logo of Nafissa Exclusive

| | |
|------------------------|--|
| Name of the Business | Nafissa Exclusive Hq |
| Business Address | Kawasan Perindustrian Padang Tembak, 152000 Kota Bharu, Kelantan. |
| Correspondence Address | Kawasan Perindustrian Padang Tembak, 152000 Kota Bharu, Kelantan. |
| Website | - |
| Email | Nafissaexclusive@gmail.com |
| Telephone number | 010-9640277 |
| Fax number | - |
| Form of Business | Sole proprietorship |
| Main Activity | Nafissa Exclusive selling online and offline |
| Date of Commencement | 4 April 2017 |
| Date of registration | 4 April 2018 |
| Registration number | Kt 0447827-T |

COMPANY BACKGROUND HISTORY

Nafissa Exclusive starts their business in selling the scarf in 2018. But they only sell the scarf about half month only, due to lack of buyer.

In 2019, Nafissa Exclusive started launching Jamu Dewa Ratu in tablet at the market. The product is specially for women around age above 18 or married because it's focus on taking care of women interior.

After that, Nafissa Exclusive also launching miss V soap which is the target market also same as Jamu Dewa Ratu. Miss V soap is genuinely to make woman genitals more clean and giving good smells. It's also can be used for face wash.

The manager of Nafissa Exclusive have made a fast move in selling his product. He used stockist and agent system to sell the product widely at the market. So, automatically Nafissa Exclusive had increase in their sale of Jamu Dewa Ratu and Miss V soap.