



اُنْبُوْا سِيَّتِي تَتِيكُوْلُو كِي مَبَارَا
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

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TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
1.0) INTRODUCTION	3
2.0) ENTREPRENEUR PROFILE	4
3.0) COMPANY BACKGROUND	
3.1) BACKGROUND	5
3.2) BUSINESS MODEL	6
3.3) PRODUCTS AND SERVICES	7
4.0) ENTREPRENEURIAL CHARACTERISTICS	9
5.0) CONCLUSION	11
APPENDIXES	12

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EXECUTIVE SUMMARY

Regarding to fulfil Fundamental Of Entrepreneurship (ENT300) course requirements, I need to carry out a study case. In this, I need to collect information about a company to complete this study case. So, I decided to choose NDZ Teluk Enterprise and find information as much about this company. NDZ Teluk Enterprise is a sole proprietorship company under the small and medium enterprise (SMEs) that register under the Companies Commission Of Malaysia with the register number, KT0295859-U. The owner of this company is Zulaimi Bin Ahmad. This company is focusing on producing many kinds of furniture with many design, colour and others factors at affordable price for its customers. This company not only focusing on producing household furniture, they also producing furniture for office, school, workshops, decorations and others. The special about NDZ Teluk Enterprise is they provided a delivery service for their customer without any fee charge which means if the customer can get the same price even they buy online. So, by doing this, this company can attract many buyers to buy their product from home. As we know, nowadays is Covid-19 pandemic which lead the government to announce the Movement Control Order (MCO). The MCO had effected the business which encourage them to do more online business. So, during MCO, the service provided by NDZ Teluk Enterprise can be the factor to grow up their business during the current economic condition. The details of this company are divided by a few sections such as introduction, entrepreneur profile, company background, entrepreneurial characteristics and conclusion.

1.0) INTRODUCTION

Based on the case study, I need to find a company that their sales not exceed RM250 000 in a year. So, I decided to choose NDZ Teluk Enterprise located at Bachok in Kelantan to evaluate the business performance and try to get more information about this company.

In this case study, I also need to make sure that the company I chose are under the small and medium enterprise in Malaysia which is known as SMEs. The company also must be registered under the Companies Commission Of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). In order to get information about the company, I need to do some research on the internet by surfing their website or mass media such as Instagram, facebook and others.

The reason why I chose this company is I will be able to support our local firm besides conducting a study case. In this also, I can apply what I had learned in ENT300 subject about entrepreneurship. I also can learn how the company solved their problem and making a decision and adapted this knowledge to myself. So, this case study is very important to me in order to improve and upgrade my decision-making skill.