



اَوْبَهُوَ سَيُفِيكَ وَتَبْكُوهُ لَوْ كُنَّ اَبْنَاءُ  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**DIPLOMA IN PUBLIC ADMINISTRATION  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES  
UNIVERSITI TEKNOLOGI MARA, KELANTAN.**

## INDIVIDUAL ASSIGNMENT

ENT300

D1AM1105B

**CASE STUDY :**

Nasir' s Roti Canai

**PREPARED FOR :**

Madam Nur Hazelen Mat Rusok

**PREPARED BY :**

Muhamad Haqimi Bin Awang

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WEEK 7

## TABLE OF CONTENT

<b>TOPIC</b>	<b>PAGES</b>
1.0 Executive Summary	<b>1</b>
2.0 Introduction: 2.1. Company Background 2.2. Entrepreneur's Personal Background 2.3. Business Background	<b>2-5</b>
3.0 Entrepreneurial Characteristics: 3.1. Initiative 3.2. Seek And Act On Opportunities 3.3. Persistence 3.4. Information Seeking	<b>6-7</b>
4.0 Conclusion	<b>8</b>
5.0 Appendices	<b>9-10</b>
6.0 Reference	<b>11</b>

## **1.0. Executive Summary**

For subject Entrepreneurship (ENT 300), I choose this case study, the business from Nasir's Roti Canai which is owned by Mr Nasir. I believed that Mr Nasir is one of the successful entrepreneurs because her shop is famous for Roti Canai. At the end of the case study, I managed to gain a lot of business knowledge. I also had to evaluate the performance of the business through the characteristics of an entrepreneur. From this case study, I also learned Mr Nasir have five interesting characteristics of an entrepreneur which are self-confidence, sees and act on opportunities, use of influence strategies, information seeking and problem solving. Through this characteristic, he is able to be one of the successful entrepreneurs.

## **2.0. Introduction**

### **2.1. Company Background**

Nasir's Roti Canai started his business on 01 May 2013 on a small scale in a village named Pohon Mesta because after eating roti canai in Kota Bharu belonging to his friend and starting from there Tuan Nasir thought of opening his own roti canai shop, at that time only the villagers became regular customers in the shop, so Tuan Nasir put a cheap price on the villagers. In 2014, floods hit Kelantan, including in the village of Pohon Mesta, the canai bakery is across the road, causing damage due to heavy water so that it is unable to operate. After that, Tuan Nasir used his savings to rebuild his Roti Canai shop at an estimated cost of RM100,000. In addition, Nasir Roti Canai has 5 employees who have different roles that have been set by Tuan Nasir himself. His shop has two operating hours, namely 7am to 11.30am and 5pm to 12am, so with the pandemic epidemic that hit the whole world, Tuan Nasir has taken the initiative by providing Cash On Delivery (COD) to nearby customers, although the income is not as usual Tuan Nasir it is better to think of entering a little than not entering at all. In fact, Nasir's Roti Canai uses a machine to prepare the dough compared to the old days of manual alone, which requires some workers to knead the dough and take a long time to make roti canai that is so soft. So Tuan Nasir can save labor costs and bread is softer with an automatic machine

## 2.2. Entrepreneur's Personal Background



**Mr. Nasir**

<b>Name of the Owner</b>	Mohd Nasir Bin Ab. Latiff
<b>Identify Card Number</b>	660501-03-6342
<b>Permanent Address</b>	Lot 605 Kampung Pohon Mesta 16150 Kota Bharu, Kelantan.
<b>Email Address</b>	Mohdnasir66@gmail.com
<b>Telephone Number</b>	013-9985087
<b>Date of Birth</b>	01 May 1966
<b>Age</b>	54 year
<b>Marital Status</b>	Married
<b>Academic Qualification</b>	<b>Lower School</b> <ul style="list-style-type: none"><li>• Sk Dusun Muda.</li></ul> <b>Secondary School</b> <ul style="list-style-type: none"><li>• Smk Kota Bharu.</li></ul>
<b>How he inspired to become an Entrepreneur?</b>	Because of the hobby since childhood.