



اَبُو سَيْدِي تَيْكُو لَو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

CASE STUDY



ALAN PASTEL VENTURE

PRODUCT ORIENTED BUSINESS

PREPARED FOR:

Madam Hazelen binti Mat Rusok

PREPARED BY:

Muhammad Aiman bin Jusoh

2018410492 | D1AM1105A

Table of Contents

EXECUTIVE SUMMARY	1
Alan Pastel Venture.....	1
Overview.....	1
Problems.....	2
INTRODUCTION	3
Entrepreneur Profile	3
Entrepreneur Background	4
Business Profile.....	6
Business Background	7
Product Details	8
Recognition	9
ENTREPRENEURIAL CHARACTERISTICS	11
Adaptability.....	11
Ability to Network.....	11
Self-confidence.....	12
CONCLUSION.....	13
APPENDICES.....	14
REFERENCES	17

EXECUTIVE SUMMARY

Alan Pastel Venture

This case study will describe the entirety of the business in a several pages. Design to guide on the creation of the critical components of this document and provide examples of appropriate content for several section. I have picked one company in mind: Alan Pastel Venture. The company product-based oriented that are targeting 'less budget but good material' customer. The purpose of the case study is to identify the company with a capital starting of RM250,000 and below and yearly profit of RM120,000 and below (monthly of RM10,000 and below). The owner of the Alan Pastel Venture is an entrepreneur named Hafiz Safwan, an entrepreneur from Kelantan who pursue his dreams in big city, Selangor.

Overview

Alan Pastel Venture is a Selangor product-based company focused on delivering the products solution for floor problems. The primary areas the company is focusing on upgrading people floor with their own creation floor mats which were produced by a proper material that will long last according to the owner itself. The main job of matting is to stop as much dirt as possible from progressing further into the building. To help identify the best mat for the job, the distributor will do a walk-through or perform an audit of the building, beginning with an inspection at the entrances. The target market for the product is for the people who want to redecorate their garage floor, bathroom floor or any kind of easily wet floor with the floor mats. Floor mats can protect your car and feet from wear and stains. Remember: it is much easier to replace a floor mat than to redo the carpeting. By adding luxury, comfort, and protection for your car and feet, made-to-fit mats will actually increase the value of your car and upgrading your lifestyle through decoration. Although there are already several country producing the floor mats, it doesn't stop Alan Pastel

Venture from producing one because they use their own technology in creating the floor mats as usually floor mats by a lot are easily damaged from just a simple daily use. It easily getting wreck and damaged.

Problems

Of course, every company and business have their own problems. Alan Pastel Venture have their ups and downs which is the business can't get a customer as the business only just started after the Movement Control Order (MCO) which initiated at 18 March 2020 because of COVID-19 pandemic, so they loss a network to marketing and other stuff. Another is when early stage of his business when the floor mats supplier's machine that produce floor mats has broken down and the demanding were increasing rapidly, at the end of the day, they've lost estimated RM8,000 and more because the supplier required several weeks to repaired their damage machine.

INTRODUCTION

Entrepreneur Profile



Name of Entrepreneur	Hafiz Safwan bin Jusoh
Age	29
Home Addresses	Lot 2904/2905 Lorong Sri Kedeper Baung Jalan Pengkalan Chepa 16100 Kota Bharu Kelantan
E-mail	jusoh.hafiz91@gmail.com
Telephone Number	011 – 2834 6426
Academic Qualifications	Sijil Pelajaran Malaysia (SPM) & Diploma in Banking Studies
Characteristic	<ol style="list-style-type: none"> 1. Adaptability 2. Ability to Network 3. Self-confidence 4. Optimism