



اَوْبُو سَيِّدِي تَيْكُونُ لَوْ كُنِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**Diploma in Public Administration**

**Faculty of Administrative Science & Policy Studies**

**Universiti Teknologi MARA, Kelantan**

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**CASE STUDY**

Group:

**D1AM1105A**

Prepared For:

**Madam Nur Hazelen Mat Rusok**

Prepared by:

**Muhammad Syahir Bin Ahmad (2018696704)**

Submission Date:

**21 November 2020**

## Table of Contents

1.0 Executive Summary .....	3
2.0 Introduction .....	4
3.0 Company Background.....	5
3.1 Company Background .....	5
4.0 Entrepreneur Profile .....	6
5.0 Business Profile .....	7
6.0 Entrepreneurial Characteristics.....	8
6.1 Sees and Acts on Opportunities .....	8
6.2 Problem Solving.....	8
7.0 Conclusion.....	9
8.0 References.....	10
9.0 Appendices.....	11

## **1.0 Executive Summary**

Fundamental of Entrepreneurship (ENT300) required me to carry out a case study. In the case study, I need to collect all information about the company that I chose to complete the case study. In order to fulfil the requirements, I decided to contact Nur Najihah Solutions Founder to do an interview session which is Ms. Nurmasturina Najihah Binti Hassin. The interview cannot be held in physical way due to Movement Control Order and COVID-19 increasing cases, so I decided to make an interview session through WhatsApp application and through phone calls. The interview has helped me to collect the information such as their company background, entrepreneur profile, business profile, products that they made and many more.

## **2.0 Introduction**

Based on the case study requirements, I need to find one company that has an annual sales no exceeding RM250, 000. The company must come from small and medium enterprise (SMEs) in Malaysia. The company also must be registered under the Companies Commission of Malaysia (SSM).

I have decided to choose Nur Najihah Solutions which sells pizza named King Pizza Gua Musang, to evaluate the business performance and to get as much information as I can through WhatsApp Messengers and through phone calls with the founder. The company located at Lot B6, Bangunan Tabung Haji, 18300 Gua Musang, Kelantan.

### 3.0 Company Background



Figure 1: Logo of Nur Najihah Solutions

### 3.1 Company Background

<b>Name of the Business</b>	Nur Najihah Solutions
<b>Business Address</b>	Lot B6, Bangunan Tabung Haji, 18300 Gua Musang, Kelantan.
<b>Email</b>	nurnajihahsolutions@gmail.com
<b>Telephone Number</b>	09-928 6552
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activity</b>	Nur Najihah Solutions do sales online and offline
<b>Date of Commencement</b>	25 <sup>th</sup> January 2017
<b>Date of Registration</b>	25 <sup>th</sup> January 2017
<b>Registration Number</b>	DC0002915-T

Table 1: Company Background