



اَوْنُوْ سِيْتِيْ تِيْ كُوْلُوْ كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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

ENT 300

Fundamentals of Entrepreneurship

ASSIGNMENT TOPIC:

CASE STUDY ON AL FATH EMPIRE ENTERPRISE

PREPARED FOR:

PN. NOR HAZELEN MAT RUSOK

PREPARED BY:

NUR AISHA BT MOHD YUSOFF (2018210606)

GROUP:

D1AM1105B

TABLE OF CONTENT

1.1 EXECUTIVE SUMMARY	3
2.1 INTRODUCTION.....	4
3.1 BUSINESS PROFILE DESCRIPTION.....	5
3.2 BUSINESS BACKGROUND	5
3.3 ORGANIZATIONAL STRUCTURE.....	6
4.1 ENTREPRENEUR’S PERSONAL DESCRIPTION	7
4.2 PERSONAL BACKGROUND	7
4.3 PERSONAL ACHIEVEMENT.....	7
4.3.1 <i>Financial achievement</i>	7
5.1 ENTREPRENEURSHIP CHARACTERISTICS (PECS)	8
5.2 SELF- CONFIDENCE	8
5.3 PERSISTENCE	8
5.4 SEES AND ACTS ON OPPORTUNITIES	9
5.5 CREATIVE PROBLEM- SOLVING	9
5.6 INFORMATION SEEKING	10
5.7 SYSTEMATIC PLANNING.....	10
6.1 CONCLUSION	11
7.1 REFERENCES.....	12
8.0 APPENDICE	13-15

1.1 Executive summary

This case study is for subject ENT300 which is Fundamentals of Entrepreneurship. Since I am a Fundamental of Entrepreneurship (ENT300) student, it is a must for me to fulfil the course requirement for preparing a case study on entrepreneurship. In my perspective, case studies are very relevant to expose the students with the world of business. It is one of the ways for students to recognize and evaluate the company's background as well as how they handle their organization, production and the obstacles.

In this case study, I have choose Syafizi bin Sallah from Al Fath Empire Enterprise for my case study topics. There are various ways to collect all the sources of information such as through email, video call and others. However, I have decided to contact the owner itself by doing interview session since I can easily asking him several questions to get fully understanding regarding the company.

Throughout the process, I have learned about the company history and background, including challenges, achievements and so on. I also have learned that Syafizi bin Sallah is one of the successful entrepreneur whereby he has Personal Entrepreneur Characteristics (PECs) which are Self- Confidence, Persistence, Sees and Acts on Opportunities, Creative problem-solving, and Systematic Planning.

2.1 Introduction



Even though Malaysian food culture belongs to Asian cuisine, Western cuisine is popularly consumed at the same time in Malaysia. From street food to fine dining, there are many restaurants and eateries exist within the country. For that, Al Fath Empire Enterprise, formerly known as Al Fath Café is one of the café that serve western dishes started in 2017.

Founded by Abdul Syafizi Bin Sallah, the main objectives of the café is to ensure customer satisfaction and build a repeat- customer base by maintaining customer satisfaction as it will lead to repeat customers and increased sales.

He also applying the concept of *“Sedak royak kokrey, x sedap royak ttokey”*. To be simply say, it means that customers should tell their friends about the café and give honest review if they do not satisfied enough with the foods to the owner. By collecting all the feedback, it will surely help to understand what keeps the customers happy. Today, Al Fath Café offers a broad selection of distinctive and innovative products. Burgers represents the core of the menu whereby each burger here is unique and features various creative toppings However one of the best burgers is the signature dishes which known as *“Burger ngamok”*.

In addition, Al Fath Cafe has extended the menu that offers local delights which is the only one of its kind in town. The menu features a wide variety of tasty meals including korean garlic chicken, sweet spicy steak, chicken spaghetti bolognese, meatballs, finger foods, fun fries and a range of hot and cold beverages

3.1 Business profile description

3.2 Business background

Name of the business	Al Fath Empire Enterprise							
Business address	Kampung Kalai lama, Batu melintang, 17600 Jeli Kelantan							
website	Instagram : Alfath_cafe Facebook : Al fath cafe							
Email	alfathsempireenterprise@gmail.com							
Telephone number	014-8266157							
Form of business	Sole proprietorship							
Date of commencement	January 2017							
Registration number	SSM No : KTO398159-X							
Company histor	<table border="1"> <thead> <tr> <th>YEAR</th> <th>EVOLUTION</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td> <ul style="list-style-type: none"> - Choosing a location and started the construction - Came out with the concept of the café - Create list of menu - Searching and hiring staff - Find the best suppliers </td> </tr> <tr> <td>2018</td> <td> <ul style="list-style-type: none"> - Café opening - Café designing </td> </tr> </tbody> </table>		YEAR	EVOLUTION	2017	<ul style="list-style-type: none"> - Choosing a location and started the construction - Came out with the concept of the café - Create list of menu - Searching and hiring staff - Find the best suppliers 	2018	<ul style="list-style-type: none"> - Café opening - Café designing
YEAR	EVOLUTION							
2017	<ul style="list-style-type: none"> - Choosing a location and started the construction - Came out with the concept of the café - Create list of menu - Searching and hiring staff - Find the best suppliers 							
2018	<ul style="list-style-type: none"> - Café opening - Café designing 							