



اَوْبَهُوَ سَيِّدِي تَيْكُونُ لَوْ كَيْنَ مَوْبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

# FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

INDIVIDUAL CASE STUDY

ENTERPRENEUR:

RAAISYAH MOHAMED HANAFIAH

PREPARED BY:

NO	NAME	CLASS	MATRIC NO.
1	NUR ALIAH NABIHAH BT NAZAMIRA	D1AM1105B	2018277542

PREPERED FOR:

MADAM NUR HAZELEN MAT RUSOK

SUBMISSION DATE:

21 NOVEMBER 2020

# Table of Contents

1.1 EXECUTIVE SUMMARY.....	1
2.1 INTRODUCTION. ....	2
2.2 ENTREPRENEUR PROFILE. ....	3
2.3 BUSINESS PROFILE .....	4
ORGANIZATIONAL STRUCTURE.....	6
3.1 ENTREPRENEURIAL CHARACTERISTICS .....	8
4.1 CONCLUSION.....	11
APPENDICES .....	12
REFERENCES .....	14

## 1.1 EXECUTIVE SUMMARY

In order to fulfil the requirement of the subject of Fundamental of Entrepreneurship (ENT300) course requirement, all of the student must to carry out an individual case study. In this individual case study, I had done a research on how the **Anak Cekal Enterprise** do their business. Anak Cekal Enterprise is the business that from Perusahaan Kecil dan Sederhana (PKS) or SMEs. Through this I had managed to get a lot of knowlegde about business in the real world. During the case study, I had collected all the information about the business from various of platform such as from Facebook, company website and also take the initiative to get the information through WhatsApp.

Anak Cekal Enterprise are a business that sells Serunding which is origanally the Malaysian version of meat floss. I did like to bring for your attention, this business had produce a brand which is Samblado. Under this brand their had manage to produce several of product. For example, Samblado Serunding Ayam and etc. The business location is at Tanah Merah, Kelantan. The company also promote their business and goods through social media platforms such as Facebook, where they always update their customer with any deals and promotions. Thus the conclusion is that, for sure that this company is a product oriented business.

## **2.1 INTRODUCTION.**

In this project, I need to find a business with a capital of it company is not more than RM 250,000 and also the employees are not exceed than 10 people. The company that had selected for this case study must be registered under Companies Commission of Malaysia or also known as Surauhanjaya Syarikat Malaysia (SSM). Thus the conclusion is that I had determine to select Anak Cekal Enterprise that had located at Kilang Serunding Samblado, Kg. Kubang Kerian, Bukit Panau, 17500, Tanah Merah, Kelantan to do a research about their management, operation and also their financial. It is because this company meet the criteria that I want for this case study. The company initial capital is only RM10,000 and this company only have 4 staff under it.

Through this case study, I can learn about a company in the real life, the nature of the company and also the characteristic of the entrepreneur. It also can improve my knowledge in doing the business plan later.

In conclusion, this project is good to the student as they will know more about the business in the real life. Eventhough, I only collect the information through the online platform but I still get a lot of information about the business and I also can see the flow of the business itself. It is a very good exposure for me and also for another student.

## 2.2 ENTREPRENEUR PROFILE.



**Figure 1: Owner of Anak Cekal Enterprise**

Name of the owner	Raaisyah Bt Mohamed Hanafiah.
Nickname	Puan Aisyah.
Age	33 years old.
Phone number	014-5401950.
Email	anakcekal@yahoo.com.
Adress	Kg. Kubang Kerian, Bukit Panau, 17500, Tanah Merah, Kelantan.
Marital Status	Married.
Acedemic Qualaification	Degree.
Capability/ Skill	<ul style="list-style-type: none"> <li>• Have a high leadership skill <ul style="list-style-type: none"> <li>➤ Example: Puan Aisyah provide guidance and help those in need such as she give the response and best cooperation for me in order to ask her about her business.</li> </ul> </li> <li>• A flexible person. <ul style="list-style-type: none"> <li>➤ Example: Her do the business according to the situation which is she not bound with only the same way in doing her business. For the example, during Covid-19 pendamic she still doing her business through online platform this is show that her did not only follow the traditional way of business.</li> </ul> </li> <li>• The ability to interact with another person</li> </ul>