



اَوْنَبُوْرَسِيْتِي تِيكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**CASE STUDY**

**PREPARED FOR:**

**MADAM NUR HAZELN MAT RUSOK**

**PREPARED BY:**

**NUR FARA AIN BINTI MOHD HAFIZAN**

**2018257432**

**CLASS:**

**D1AM1105B**

**SUBMISSION DATE:**

**21 NOVEMBER 2020**

## Contents

EXECUTIVE SUMMARY .....	3
1.0 INTRODUCTION: ENTREPRENEUR AND BUSINESS PROFILE .....	4
1.1 BUSINESS BACKGROUND .....	5
1.2 ENTREPRENEUR PROFILE .....	6
1.2 ORAGNIZATIONAL STRUCTURE .....	7
2.0 ENTREPRENEURIAL CHARACTERISTICS:.....	8
2.1 INITIATIVE .....	8
2.2 SEES AND ACT FOR OPPURTUNITIES .....	9
2.3 SELF-CONFIDENT.....	9
2.4 PROBLEM SOLVING .....	10
3.0 APPENDICES.....	11
4.0 CONCLUSION.....	14
5.0 REFERENCE.....	15

## EXECUTIVE SUMMARY

This Fundamental of Entrepreneurship (ENT300) course requirements, is I need to carry out a case study. For this case study, I need to collect all information about the business I have picked in order to complete the study case. This report is purposely prepared for study research on SS GLOBAL BEAUTY. This business type is agent and the category is beauty product. Then, I contact the owner through email who is Siti Sarah Binti Zulkifli to collect the information. From the email, I manage to collect all her information. From the conversation, I have known about the business background, entrepreneur profile, marketing strategy and how it started. It is totally easy to contact and she is to humble to share her business progress with me.

## 1.0 INTRODUCTION: ENTREPRENEUR AND BUSINESS PROFILE

Based on this case study, I have to find one company that their sales are not exceed more than RM10,00 in a month and and capital is less than RM250,000. So, I choose SS Global Beauty. It is an agent under Obsess Cosmetics. It is located in Terengganu. I have contact the manager personally in order to collect much information. In this current situation pandemic covid-19, to have direct interview is not safe, so I did it through online which is I just contact through email. The entrepreneur responds me so fast and glad to share a few information that is needed in this case study.

In this case study, I choose SS GLOBAL BEAUTY. The company that I have selected should registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or known as SSM). As result, through the information that I received from the online interview, I decide to choose this business, because I want to know on how the founder manage to handle this business at the early age and how she did the marketing.

Through this case study, I should be capable to improve problem resolving and decision-making.

## 1.1 BUSINESS BACKGROUND



<b>NAME OF THE BUSINESS</b>	SS GLOBAL BEAUTY
<b>EMAIL</b>	therarey19@gmail.com
<b>TELEPHONE NUMBER</b>	019-7835006
<b>INSTAGRAM</b>	@obsesbyara
<b>MAIN ACTIVITY</b>	019-7835006
<b>DATE OF COMMENCEMENT</b>	JANUARY 2020
<b>DATE OF REGISTRATION</b>	24 JUNE 2020
<b>REGISTRATION NUMBER</b>	KT0466554-H

This business is only start with small amount of capital which is not exceed RM200. From mini agent now to senior agent. In a few months running this business, the founder has achieved high profit which is RM2000 to RM3000. Then, the founder managed to register the business with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or known as SSM). More, she received an appreciation as she become the top achiever in team. Now, she has one drop ship and four mini agents under her.