



اُنِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT300**

**CASE STUDY RUBRIC (INDIVIDUAL)**

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## **1.0 EXECUTIVE SUMMARY**

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, I need to carry out a case study. During a case study, I need to collect all information about a company to complete study case, so I decide to contact WALINONG SARI COLLECTION Manger to do an interview session with the president or the owner who is Datuk Shuhaini Shafie. WALINONG SARI COLLECTION is a company that produces products called Clothing (brand). From the interview I have known about their background of the business, organizational structure, type of business model, product or services marketing and operational strategy. Besides that, I also enable to analyses the Entrepreneurial Characteristic.

## **2.0 INTRODUCTION**

Based on case study, we need to find a one company that their sales not exceed rm250k in a year. So, I decide to choose WALINONG SARI COLLECTION that located at 46 Jalan Sepakat, Pusat Bandar 34300 Bagan Serai, Perak. During study case, I should choose one small or medium enterprise (SMEs) in Malaysia. Company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM).

To gather all the information, I need to interview or call the owner to get the information I want. As a result, I decided to choose Walinong Sari Collection. The reason why I chose this local product business is to find out how they manage their business. Walinong Sari Collection is the owner of Walinong Sari brand clothing products. When we mentioned the business of selling clothes and school uniforms, of course, many do not know the actual industry less dominated the Malay bumiputera entrepreneurs in the country. Walinong Sari Collection is one of the business that selling clothes and school uniforms and they work hard to make sure that various types of clothing such as school uniforms, muslimah uniforms, muslimah shirts, muslimah corporate shirts and muslimah co-curriculum uniforms are ready to be produced on time.

For the objective of the case study is to access the application of theories and concepts learned in the lecture to real life situations.

## 2.1 ENTREPRENEUR PROFILE

Name	DATUK SUHAINI SHAFIE
Age	51 YEARS OLD
Education Background	DEGREE IN ENGINEERING – UNIVERSITI TEKNOLOGI MALAYSIA (UTM)
Marriage Status	MARRIED
Number Of Employees	10 employees

Walinong Sari Collection is owned by Datuk Suhaini Shafie. The company is properly managed by the president, director, manager, assistant manager and other staff. The owner or the president of Walinong Sari started the business in 2008, in Parit Buntar Perak. Since 2008 until now Walinong Sari Collection do online and offline sales.