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UNIVERSITI
TEKNOLOGI
MARA

FUNDEMENTAL OF ENTREPRENEURSHIP (ENT300) CASE
STUDY

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TABLE OF CONTENT

	DESCRIPTION	PAGE
1.0	EXECUTIVE SUMMARY	3
2.0	INTRODUCTION 2.1 COMPANY BACKGROUND 2.2 ENTREPRENEUR PROFILE 2.3 ORGANIZATIONAL STRUCTURE 2.4 BUSINESS MODEL	4
3	ENTREPRENEURIAL CHARACTERISTIC 3.1 PERSONAL ENTREPRENEUR COMPETENCIES POINT 1 3.2 PERSONAL ENTREPRENEUR COMPETENCIES POINT 2 3.3 PERSONAL ENTREPRENEUR COMPETENCIES POINT 3	6
4	CONCLUSION	7
5	APPENDICES	8
6	APPENDIX	9

1.0 EXECUTIVE SUMMARY

This case study is for ENT300, I choose Moaq Empire which they sell food product such as chocojar, cookies and cake. I believe that Moaq Empire can fulfill all the requirements in order to complete this study case. I contact the Owner of Moaq Empire, which is Mr Aqil Alif to get some information about his comackpany. From the interview, i managed to get the details about his company which is the background of the company, his profile, the company organizational structre and his company business model. So i can futher this study case after i get the informations from the owner itself and manage to complete the study case as required.

2.0 INTRODUCTION

2.1 Company Background

Aqil founded Moaq Empire in Jun 2018 which is 2 years ago with his friends in the university in Nilai, Negeri Sembilan. He started the business on just selling the chocojar which is the baby cococrunch served with chocolate in the jar. He started in Nilai because Nilai is the place where he is studying, At first, he jus started to produce 100 jar of chocojars and the target market is only students in his university. Then, after he found that his product has been accepted greatly from the customers, he started to plan to enlarge his production and products. So, he invited his friends at his rent house at that time to enlarge this business. Aqil and his friends pull some money as capital to the business. So, the rent a warehouse to manage their production there. After a month of their new warehouse opening, they succed to hit their first RM100k sales.

So, Aqil is about to dream bigger. He wanted to put his product around peninsular of Malaysia. He set the strategy on how to spread his product around malaysia. Then, he hired about 400 agents now around Malaysia. He chose Seattle because of technical talent as Microsoft is located there. In May 1997, the organization went public. The company began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, the organization also sold video games, consumer electronics, home-improvement items, software, games, and toys in addition to other items.

Moaq Empire is a Malaysian food company based in Nilai, Negeri Sembilan., which focuses on e-commerce, cloud computing, and spreading food around Malaysia. On October 18, 2019, Moaq Empire announced a partnership with AB Chocojar Squad for an exclusive agreement to pursuit the strategy in food industries.. The partnership has caused well-known bookstores like Barnes & Noble to remove these titles from their shelves.

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2.2 Entrepreneur's Profile



The owner of Moaq Empire, Mr Aqil Alif Zainudin

Mr Aqil Alif was born in Hospital Universiti Sains Malaysia, Kubang Kerian Kelantan on 23 April 1998 and now he is 22 years old. He has 11 siblings which is he is the seventh. He lives in Pasir Mas, Kelantan. He started his early education in SK Salor, Pasir Mas for primary school. After finish his primary school, he was studied in SMKA FALAHIAH also located in Pasir Mas. Now, he is still studying in Islamic Science University of Malaysia located in Nilai, Negeri Sembilan.