



اَبُو بَكْرٍ مُحَمَّدٌ  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

**ENTREPRENEURSHIP**

**ENT300**

**INDIVIDUAL REPORT**

**CASE STUDY ASSIGNMENT**

**Entrepreneur:**

**Mohammad Azwan Bin Mohammad Aripin**

**Owner of AWE .Outlet**

**Student's Name : TENGKU MUHAMMAD HARIS MUQRIZ BIN  
TENGKU HISHAM**

**ID Number : 2018803056**

**Group : D1AM1105A**

**Lecturer's Name : MADAM HAZELN BINTI MAT RUSOK**

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## **TABLE OF CONTENTS**

<b>NO.</b>	<b>CONTENT</b>	<b>PAGE</b>
<b>1</b>	<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>2</b>	<b>2.0 INTRODUCTION</b> <b>2.1 Entrepreneur</b> <b>2.2 Business profile</b> <b>2.3 Business Detail</b>	<b>2-3</b> <b>4-5</b> <b>6</b>
<b>3</b>	<b>ENTREPRENEURIAL CHARACTERISTIC</b>  <b>1. Alway find something new and fulfill customer wish</b> <b>2. wisely arrange the schedule</b> <b>3. Help people to find more money</b>	<b>7-8</b>
<b>4</b>	<b>APENDICS</b>	<b>9-11</b>
<b>5</b>	<b>REFERENCES</b>	<b>12</b>
<b>6</b>	<b>OVERALL REPORT</b>	<b>13</b>

## **1.0 EXECUTIVE SUMMARY**

For the study case for ent300 I was given the task to find a successful entrepreneur who produces his own product . I chose mohammad azwan bin mohammad aripin or awe because he is a native of Kelantan who was originally a Kelantan fA and Malaysian football player. However, he started trying the business world with his fiancé on a part-time basis only at first. He produced a shirt that not only has an interesting design but also a different shape from other clothes that feature a slightly longer back. Azwan started his business with a small capital but his longevity became an attraction because of the quality of his clothes and his more exclusive pattern. The majority of AWE.Outlet customers are natives, especially those who love football. The AWE.outlet brand is now successfully surviving in the business industry after constant demand

## **2.0INTRODUCTION**

### **2.1 Entrepreneur**

Mohammad Azwan bin Mohammad Aripin or better known as awe in the Kelantan dialect is a football player of the Kelantan FA team and the Malaysian team. Born on April 21, 1994, the Kelantan-born man managed to make a name for himself in the national football world with his favorite jersey number 13. His interest in football started when he was young, the proof is that he once shared the story of his childhood who was willing to skip school just to play football with his friends. He worked hard and his efforts proved successful when he was called to wear the Kelantan team jersey under 18 presidential trophy and at the age of 20, he was called to help the Kelantan FA team. It never crossed his mind to start a business. This is because his interest is only in the sport of football.

After 1 year of playing with the Kelantan FA team, her fiancé known as nur balqis invited azwan to start a business part time because this fiancé is a business woman and finally they agreed. They started by choosing a perfume business but received less response from customers. Then they tried with hair oil products but also received the same fate that is less popular. This did not break their spirit when Azwan himself got the idea to try to sell the shirt he likes, which is a kind of t-shirt that is longer than the back, comfortable fabric and knows how difficult to get it in the market now. After azwan and his fiancé discussed, they finally agreed to produce a long shirt t shirt with their own brand, namely AWE.Outlet. The name AWE.Outlet was chosen based on the name of its manufacturer, azwan aripin. At first they did not expect the business this time to get a high response because they just wanted to try. But after that their business grew and the name AWE.Outley continued until it had its own site in Kelantan.

## 2

after their first sale got an interesting response, azwan aripin tried to produce more t shirts. It is not easy for Azwam Aripin to start his business after several attempts in business. He is a brave man because he is willing to take risks by selling clothes based on the design he is interested in. If his target and mission used to be small and low, but now he is able to be proud of his stable business