



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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TEKNOLOGI  
MARA

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**UNIVERSITY TEKNOLOGI MARA, KELANTAN**

**FUNDAMENTALS of ENTERPRENEURSHIP (ENT300)**

**INDIVIDUAL REPORT :**

**Case Study**

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## **EXECUTIVE SUMMARY**

Regarding to fulfill Fundamental of Entrepreneurship (ENT300) course requirement, we need to carry out a case study. During a case study, I need to collect and seeking all the information about the company to complete this case study, so we decide to contact JIWA KOP I& BINGSU Café staff to get full information about JIWA KOPI & BINGSU Café. I have contact and communicate with its staff thru the WhatsApp application because there is no face to face interview is allowed due the pandemic COVID-10. Form this way I can find out the background of the business, profile of entrepreneur, organizational structure, type of business model, products or services marketing and operational strategy. Other than that, I also enable to analysis the business and the characteristics of entrepreneur by using Personal Entrepreneurial Competencies (PECs) through case study.

## 1.0 INTRODUCTION

Based on case study, as a student ENT300 I need to find out a one company that their capital do not exceed RM250,000 a year, net or gross profit do not exceed RM10,000 per month and has an employee not exceeding ten people. Subject to these conditions, I have decided to choose a company that called JIWA KOPI&BINGSU Café to review and evaluate of their business performance. JIWA KOPI&BINGSU Cafe is located at S/22 Lot 401(297 -A) KG Sireh, Jalan Kota Bharu Darul Naim, 15050 Kota Bharu, Kelantan. The Café JIWA KOPI&BINGSU is owned by two younger men and runs their business in partnership. Partnership is a business owned by two or more people who share responsibilities and profits. The owner of the Café JIWA KOPI&BINGSU named Annuar Izwan Bin Onn and Adam Daniel Bin Abdullah. This business was established on 18 December 2019.

### 1.1 ENTERPRENEUR PROFILE



The full name of the first entrepreneur or owner of JIWA KOPI & BINGSU Café as pictured above is Mr. Annuar Izwan Bin Onn. He is 34 years old and lives in Bandar Tanah Merah, Kelantan. Mr. Annuar Izwan as a partner and also the owner of this café since it's established. Apart from being responsible in managing and leading the SOUL OF COFFEE & BINGSU Café, he also has another business or company which is the photography business. He has extensive experience and expertise in the field of filming and photo-shoot. Apart from that, he

also used to work as a bank officer at one of the Maybank banking companies located in the capital, Kuala Lumpur.



The full name of the second owner of JIWA KOPI & BINGSU Café is Mr. Adam Daniel Bin Abdullah. Mr. Adam Daniel is 28 years old which is younger than his partner Mr. Annuar Izwan. He hails from Dungun, Terengganu but has settled in Wakaf Che Yeh, Kota Bharu Kelantan for now. He is a former graduate under a civil engineering course from the Dungun Terengganu Polytechnic Higher Education Institution. Next, in addition to being responsible in managing this business, he also has other businesses. Which Mr. Adam Daniel is also a partner in the famous KST restaurant business in the state of Kelantan.