



اُنُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Kelantan  
Kampus Machang

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# ASSESSMENT 1: CASE STUDY

## *Mosh Azim*

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<b>COURSE NAME</b>	FUNDAMENTALS OF ENTREPRENEURSHIP
<b>COURSE CODE</b>	ENT300
<b>FACULTY</b>	FACULTY OF ADMINISTRATIVE SCIENCE & POLICIES STUDY
<b>CLASS</b>	AM110/5B

PREPARED FOR:  
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# 1.0 EXECUTIVE SUMMARY

First and foremost, let us have a clear view on what entrepreneur. Entrepreneur is a person who set up a business or businesses in order to making profit as their main goals. An entrepreneur is someone who develops a business model, acquires the physical and human capital needed to start a new business, operates it, and is responsible for its success or failure. (Juneja, 2015). An entrepreneur should be knowledgeable in order for them to grow up their business bigger and bigger. As global, there are a lot of successful entrepreneur such as Jeff Bezos the founder of Amazon, Elon Musk founder of Space-X and the Co-founder of PayPal and Tesla, Mark Zuckerberg the technology entrepreneur who is own Facebook and currently known as Meta and many more. In Malaysia, there are also a lot of entrepreneur from various background such as Fizo Omar, Dato Seri Alif Syukri, Dato Seri Siti Nurhaliza and many more.

In this study case, the entrepreneur I choose is Mosh Azim. A dedicated gentleman who is very obsessed with his business. Service type business is his forte but at the same time he also has 2 products under the same brand. His brand and company name is MSA Ventures. MSA Ventures is a professional event management company that specializes in a range of events for instance, wedding ceremonies, corporate events and private functions. They mainly provide services such as audio visual consultation, multimedia equipment installation, PA system and live feed video as well as emcee and other services according to their respective client's request. Besides that, MSA Ventures also come out with two new products which are Apam Bakar and also Acar Buah.

In order to run his business, I identified 4 competencies that possibly being used by him such as initiative, commitment to work contract, systematic planning, use of influence strategies. According to my research and interview session with him, I am very confident all these competencies has helped him a lot to grow up his business since 2013 until today. The brand of MSA Ventures has been a popular company especially for the event management service. So, in this study case, I will explain in details regarding Mosh Azim, MSA Ventures and the all competencies as I mentioned above.

## 2.0 PROFILE

### 2.1 Entrepreneur Profile

# MOSH AZIM

ENTREPRENEUR



#### PROFILE

Mohamad Syahmy Azim Bin Mohamad Shukry

32 years old

Single

Live at Jalan Dato Lundang Kota Bharu

Kelantan

#### CONTACT INFORMATION

 Jalan Dato Lundang Kota Bharu  
Kelantan Malaysia

 +60 12-968 2643

 Mosh Azim

 Mosh\_Azim

#### WORK EXPERIENCE

##### Former Teacher

SEKOLAH KEBANGSAAN KUBANG KERIAN 1

##### Freelance Emcee

- Corporate Event
- Wedding Ceremony
- Gala Dinner

#### SKILLS

- Able To Lead A Team
- Creative Thinker
- A Fluent Speaker

#### HOBBIES

- Playing Golf
- Horse Riding
- Polo

#### EDUCATION BACKGROUND

UNIVERSITI TUN ABDUL RAZAK (UniRAZAK)

BACHELOR DEGREE IN EDUCATION  
MAJORING IN ECONOMICS

Mohamad Shahmy Azim Bin Mohamad Shukry or famously known as Mosh Azim is the youngest son of Mr Mohamad Shukry. A 32 years old man that passionate about lifestyle and urban living. He is still single but currently in his final preparation to marry a woman from his hometown, Kota Bharu. Lives with his beloved parents at Jalan Dato Lundang Kota Bharu Kelantan Malaysia. He has 4 siblings.

Mosh Azim graduated from Universiti Tun Abdul Razak (UniRAZAK), with a Bachelor Degree in Education majoring in Economics. He is a former teacher at Sk Kubang Kerian 1 before involving in the business. He is also and active freelance emcee for formal and informal event such as Wedding Ceremony, Corporate Event, Conferences and also Gala Dinner. . He started his involvement in event management when he became the Head Boy at Sekolah Menengah Kebangsaan Kubang Kerian 1, where he actively involved in his school's activities. Since then, he gained a lot of experience in handling an event and become a good speaker. Besides that, Mosh Azim is also a good leader. He is able to lead his team and his staff. He hone his skills of leadership when he became the head boy during high school.

Mosh Azim maintains a work-life balance at his best. He is an active member of Kelantan Golf & Country Club (KGCC). For him, by playing golf, he can strengthen his network with various of people especially executive and this platform also one of the medium that he used to seek for potential client. Horse riding and polo are his favourite pastime activity. Also, he is an avid supporter of the local arts and festivals.

Mosh Azim also active in the social media. He has various social media platforms such as Instagram, Facebook ( currently known as Meta ) and so on. His Instagram account's name is "*mosh\_azim*" and his Facebook account is *Mosh Azim*.