



اَوْنِيُوْرَسِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTAL OF ENTREPREURSHIP

ENT 300

ASSIGNMENT 1 (INDIVIDUAL)

CASE STUDY

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EXECUTIVE SUMMARY

Wan Mohammad Radzli or well known as Zali Enterprise is chosen to be my assignment. There are many reasons that makes me choose him. He has been my idol since I was young. When I was young, I always wanted to be successful young entrepreneur like him. His characters and skills in handling their business has been proven by winning an award in carnival organized by Kelantan Trade. He has been in this food industry food 25 years. He has been through ups and downs through his business since he used his own capital without any funding from investors.

BACKGROUND OF ENTREPRENEUR



Wan Muhammad Radzli was an entrepreneur of food and beverages. He was a founder of the brand, Zali Enterprise. He was born at Hospital Kota Bharu, Kelantan. His father name is Wan Abdul Rahman bin Wan Daud while his mother name is Wan Mariam binti Wan Omar. His father was an ustaz and teacher who taught religion studies around the surroundings of Kampung Padang Lati, Bachok, Kelantan while his mother was just a fulltime housewife. He has nine siblings and he is the eldest among his siblings. He has five children which is Wan Muhammad Hafizudin, Wan Muhammad Basir, Wan Muhammad Hazim, Wan Muhammad Baihaqi and Wan Nur Bahirah. He is also an ustaz.

BACKGROUND OF BUSINESS

His business is categorized under food line in industry. As we all know, food is necessity for the human being. This sector plays an important role in public health and nutrition, environmental sustainability, and the availability of adequate food supplies at the household. He always ensure his product has excellence shelf life, nutrition and authentic taste. He handled all the process from raw materials to end product. The process involved to process chili sauce, tamarind juice and soy sauce.