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UNIVERSITI
TEKNOLOGI
MARA



FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

INDIVIDUAL ASSIGNMENT (CASE STUDY)

THE CENDOL CHAMPION

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EXECUTIVE SUMMARY

The purpose of this case study is to expose students to real business through real case studies. After considering several factors, I have done basic research on the company I have chosen and identified the background of the following company. The name of the company I chose is known as The Cendol Champion, which located in Wakaf Tengah Kuala Nerus, Terengganu. The cendol champion is sole proprietorship business which means this business only has one founder. This business sells cendol which consists of various types which are quite different from usual cendol found on the side of the road. The business started with a regular store using cabin only. Because of her continuous effort, Puan Norhayati Hamzah managed to make the shop more spacious, and now also has a Yatt Cafe that provides food for afternoon tea. In the organization, they only have four employees namely Ahmad Yusof, Mat Syah, Nurul Adilla and the owner, Puan Norhayati.

ENTREPRENEURIAL PROFILE



Name	Norhayati Binti Hamzah
Age	42 Years Old
Address	Taman Perumahan Gong Badak, 21300 Kuala Nerus, Terengganu.
Birthplace	Kampung Wakaf Tengah
Siblings	6 Siblings
Hobby	Reading, Travel
Ambition	Venturing Into the Field of Oil and Gas Companies
Status	Married, 3 Sons and 1 Daughter
Husband's Name	Jamisal Bin Salleh
Father's Name	Hamzah Bin Ismail
Mother's Name	Che Nek Binti Muda
Education Level	Bachelor's In Information Technology
Working Experience	15 Years of Technical Assistant

BUSINESS PROFILE



Name of The Business	The Cendol Champion
Main Business	Cendol
Business Address	7091 Wakaf Tengah, 21030 Kuala Nerus, Terengganu
Date of Starting Business	7 th May 2016
Product Price Range	From RM3 To RM20
Operation Hours	11.00 a.m. - 6.00 p.m.
Total Employees	4 Employees
Phone Number	019-9506900
Email	hayatiz1979@gmail.com
Website	Instagram: cendolchampion