



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

DIPLOMA IN BUSINESS STUDIES

BA 111/5B

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

ENTREPRENEUR'S NAME: MADAM NOR ZAINI BINTI YUSOF

COMPANY'S NAME: VARONIA EXCLUSIVE SDN. BHD

PREPARED BY:

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ACKNOWLEDGMENT

First of all, I would like to thank and praise Allah SWT for giving me the strengths and opportunities to me in completing this individual assignment. Without His blessings, I could not finish up this assignment with flying colors.

Furthermore, I would like to thank my precious Fundamentals of Entrepreneurship lecturer, Madam Nur Haslina Binti Ramli for helping and guiding me to accomplish my individual assignment. Thank you for teaching me and explaining to me regarding my individual assignment. It is a blessed to have you as my lecturer.

Moreover, I would like to give a big thank you to the founder of Varonia Exclusive Sdn. Bhd, Madam Nor Zaini Binti Yusof for giving her full cooperation. I am so grateful and appreciate having an interview with the founder as she really helps me in doing this individual case study assignment by giving all the information that I needed. Thank you so much and I pray the best for your company in the future.

In addition, I would like to thank my friends that taught me how to do the assignment successfully. This individual assignment really thought me about patience, hard-working and increase my knowledge about entrepreneurship. This individual assignment also helps me to learn and know about entrepreneurial ventures and running a sustainable business including challenges ad achievements. I am able to know about the information of the company in more detail. It helps me to increase my knowledge on how to observe and comment about entrepreneurial competencies. This assignment also helps me to expose myself to the real business world.

Lastly, I would like to thank everyone that help me in completing this individual assignment. I really appreciate your kindness to help me to accomplish my individual assignment. May Allah SWT bless everyone that already helped me with happiness always. Thank you.

EXECUTIVE SUMMARY

The following is the report to my precious Fundamentals of Entrepreneurship ENT 300 lecturer, Madam Nur Haslina Binti Ramli. This assignment is regarding the individual case study assignment. It requires me to identify one of the entrepreneurs. It also requires having an interview session with the entrepreneur.

The entrepreneur that I have chosen is Madam Nor Zaini Binti Yusof. She is the founder of Varonia Exclusive Sdn. Bhd. The type of business is a sole proprietorship. The production runs at Gelugor, Penang Island. The interview went smoothly as she gave her full cooperation. We had the interview session on the WhatsApp application. I get her phone number through his son, Mohammad Shafiq, as he is my friend. I texted Madam Nor Zaini Binti Yusof on 26th October 2021, and she replied to me on 1st November 2021. It took a week for her to reply to me since she had a lot of things to be done that week.

Madam Nor Zaini Binti Yusof gives me all the information that I needed. I give the questions in a point form and she just needs to fill in the blank which is quite simple for me to understand the information.

Based on the interview session, I get to know the company's profile in more detail. I also get to know the founder's profile. Furthermore, I can determine which entrepreneurial competencies that Madam Nor Zaini Binti Yusof practice in her company. Some of the entrepreneurial competencies that Madam Nor Zaini uses in her company are opportunity seeking, risk-taking, problem-solving, systematic planning, and concern for a high-quality product.

ENTREPRENEUR PROFILE

OWNER'S BACKGROUND



Full name	Nor Zaini Binti Yusof
Nickname	Zaini
Date of Birth	1 st May 1974
Gender	Female
Address	2411, Lengkok Sungai Gelugor 1, 11700 Gelugor, Pulau Pinang.
Age	47 years old
Nationality	Malaysian
Status	Married
Occupation	Businesswoman
Sibling(s)	Five siblings
Spouse	Mohammad Raffi Bin Abdullah