



اُنِيْوَرْسِيْٓتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

Fundamentals of Entrepreneurship

Ainurin Crepe

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2.0 EXECUTIVE SUMMARY

This case study was part of the Fundamentals of Entrepreneurship course's subject "Fundamentals of Entrepreneurship" (ENT300). As the topic of this case study, I chose the businesswoman Nurul Ainurin Binti Abdul Wahab as the subject of this case study .

This case study starts with a description of Nurul Ainurin Binti Abdul Wahab's background as an entrepreneur and how her business career has gone so far successfully. The year 2017 marked the year in which she began distributing and selling her products. After SPM, she begins working and comes up with the idea to start a business in order to assist her husband.

Nurul Ainurin, commonly known as Ainurin, made a wise decision when she opted to enter the business world at a young age. She was right to do so. This case study continues with Ainurin Business, which has its own set of strengths and weaknesses, as well as possibilities and obstacles that she must face in order for this business to be a successful venture. her opportunities in this business as well as the risks that she must confront in order to ensure that this firm is successful.

This report goes on to explain the Entrepreneurial Competencies that are displayed by Ainurin in greater detail. She is an information seeking in order to better understand the demands of her customers. She collects feedback from customers in order to ensure that her customers are completely satisfied with her goods and services. She is also constantly on

the lookout for ways to produce items more efficiently in order to increase the efficiency of her business's operations.

At the end of this study, there are some photographs that demonstrate how Ainurin Durian Crepe is made and how Ainurin runs her business successfully.