



اَبُو سَيِّدِي تَيْكُو لَوِيحِي مَبَارَا  
UNIVERSITI  
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MARA



**CASE STUDY: CHOCOKING, FUTIQ SOLUTION SDN BHD  
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

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## **EXECUTIVE SUMMARY**

Mrs Futiq started this Choco king business in 2020 in Johor. She has entrepreneurial abilities such as optimism, independence, and self-confidence. This Choco King business has been recognized as Futiq Solution Sdn Bhd and has been operating in 2020. She started this business because of she is having a desire in the business. Because now many people are attracted to snacks, so she sells the Choco King. The products sold were made by her and her assistants. The main problems she always faces are costing, marketing, and packaging. Therefore, the solution we propose is to upgrade the packaging from plastic to goodies bags, make more sales and make promotions that attract buyers. Among these solutions, we recommend the best solution to the owner which is to improve to further increase the sales of her business.

# **1. INTRODUCTION**

## **1.1 Background of The Study**

This Entrepreneurship Principles course or ENT530 is a subject that guides students in business. In this course, students are given assignments for case studies related to a Small or Medium Enterprise business or company. In the assignment, students are asked to interview the founder of the business or company to obtain information on the problems faced by the business or company.

After interviewing the founder, students need to list the problems faced by the business. Then, students need to give their opinion on the problem that is being faced and the best solution for the problem that is going through the business or company. In addition, this subject can also help students how to handle a business if they want to open a business one day. In addition, it can also provide many benefits to students because it teaches students to think outside the box to face and solve problems in a business.

In this assignment, my friends and I conducted an online interview with Mrs Futiq, which is the founder of Choco King. She runs a small business with her husband. After the interview, we got a lot of information about her business and about the problems she faced after opening the business.