



اَبُو سَيِّدِي تَيْكُونُ لَوْ كِي مَارَا  
UNIVERSITI  
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MARA

## **CASE STUDY: COMPANY ANALYSIS**

**CHAA SURPRISE BOUQUET**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

**FACULTY & PROGRAMME : BACHELOR DEGREE OF GRAPHIC DESIGN**

**SEMESTER & GROUP : MCAAD241 5A**

**PROJECT TITLE : CASE STUDY (CHAA SURPRISE BOUQUET)**

**LECTURER : PUAN SITI NAZIRAH BINTI OMAR**

**PREPARED BY :**

<b>NAME</b>	<b>MATRIC NUMBER</b>
<b>ATHIERA HANA BINTI MOHD PIDAUS</b>	<b>2021341203</b>
<b>MUHAMMAD AIDIL AZIZI BIN AZIAN SOFIAN</b>	<b>2021307243</b>
<b>NIK PUTRI AREESYA BINTI NIK MAN</b>	<b>2021307143</b>
<b>NUR ATHIRAH HANANI BINTI MOHD SHAMSIR</b>	<b>2021373173</b>
<b>NURATIKAH HUSNA BINTI MUHAMAD NASIR</b>	<b>2021515845</b>

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Assalamualaikum w.b.t,

To begin with, we would like to praise Allah SWT our deepest gratitude for allowing us to complete this case study successfully that we have been assigned to. He has given us guidance and drive to finish this task for our course ENT 530. This case study has taught us a lot mainly in understanding how to start a business , how to get it going and giving us the insight of the reality of local business in Malaysia.

Apart from that, we also would like to give a big appreciation to Puan Siti Nazirah binti Omar, our Principle of Entrepreneurship (ENT530) lecturer who has taught us a lot in completing this case study. She has given a lot of support in helping us to go through this case study one by one. Her explanation and guidance has cleared out a lot of our confusion and dilemma throughout finishing this task. We really appreciate all of her help, thank you madam Siti Nazirah.

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All in all, we have all given our best in perfecting this case study . Every team member has delivered our best effort to this case study, and through this knowledge and experience, we hope that we could apply it into our academic as well as in real-life.

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## **EXECUTIVE SUMMARY**

To provide students more exposure to entrepreneurship, a case study on small enterprises is conducted for assignment purposes. As a result, we conducted a case study on a small business — Chaa Surprise Bouquet. Owned by Puan Natashya Akma Riena Binti Rafi Sham, this small business has been running since 2018. Located in Tampin, Negeri Sembilan, Puan Natashya originally only did bouquet arrangement for fun where as then it started to become her small business. We contacted Puan Natashya and had arranged the interview date and time with her via an online WhatsApp call on 09 June 2022. To finish the case study report, we had gathered as much details as needed.