



اوتنوورسيٲي تيكنولوٲي مارا  
UNIVERSITI  
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MARA

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **CASE STUDY**

### **SATEX KOTA SAMARAHAN**

### **WHOLESALE TEXTILE COMPANY**

**FACULTY & PROGRAMME: EC110**

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**PROJECT TITLE : CASE STUDY FOR SATEX KOTA  
SAMARAHAN**

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## INTRODUCTION

Over the course of human civilization, humanity has become increasingly keen towards profit and self-reliance especially in terms of business. Thus, entrepreneurship was born. An entrepreneur is someone with the capacity to lead a business to success and is willing to take the risks in order to accomplish their goals. To become an entrepreneur, people must start making a business. People can start making a small business such event maker, hairdresser, musician, T-shirt designer, photographer and other small business. By doing this, people can make profit and help them in their living. If they want more profit, they can expand their business so their business can attract more customer. But it is not easy to become an entrepreneurs. Entrepreneurs are very important in order for any business to succeed, however, only some entrepreneurs will succeed in life.

To become a successful entrepreneurs, people must learn the basic entrepreneurship education. Entrepreneurship education is focus on attributes or skill that can enable the realization of opportunity. People also must learn the management education which can help to operate the existing hierarchies which is a system in which members of an organization or society are ranked according to relative status or authority. Both education are very important to become an entrepreneur so that they can more profit business.

However, to become an successful entrepreneur ,there are a lot of challenges that need to be faced. Some of it are:

- **Time management .**

Every successful entrepreneur such as Datuk Seri Hasmiza Othman, popularly known as Dr Vida, or Tan Sri Syed Mokhtar Shah has to manage their time efficiently .But many people has to face this problem that prevent them to become an entrepreneur. To overcome this problem, they must create a goal list which can help them to manage time with their business. Any not important and unrelated task with the goal list must be eliminated.

- **Team Building**

People cannot become an entrepreneur without teamwork. This is because Michael Jordan once says that “Talent wins games, but teamwork and intelligence win championships.” In this case, every business will be more efficient and work fast when doing the business as a teamwork than doing the business alone. To overcome this problem, you must choose a good partner before starting a business. Choose the partner you truly believe which has is a good listener, trustworthy and also the person that will not give up easily.

- **Decision-making**

One of the most difficult challenge that ever face by entrepreneur is decision-making. Some company has to end in bankruptcy because of the poor decision-making skill. Many new entrepreneur are force face this problem from making hundreds of decisions a day, from big, company-impacting decisions, to tiny, hour-affecting ones. This is the real decision fatigue that will cause stress if they not truly prepare from making decision. To prevent this to happen, every new entrepreneur must know to pick and truly prepared to pick the suitable decision that is more profitable. They also must not jump to making decision because it can lead to poor decision-making.

## EXECUTIVE SUMMARY

Satex Sdn Bhd is well-established company in Kuching, as it from predecessor Fah Company (Fabric Accessories House). It offers wide variety of products and services such as batik, colourful decorations, indoor decors and many more. Situated strategically beside the main road near Taman Samarindah, it opens a lot of opportunity to the locals either to purchase desired items or to start a career in business. The Satex Sdn Bhd faced financial problems in terms of managing allocated budget for determine the potential supplier or manufacturer to keep up with the increasing demand from local customers, from those in Peninsular Malaysia and also foreign customers, at the same time maintain customer's satisfaction in terms of reasonable price.