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COURSE/COURSE CODE:
GRADUATE SUCCESS ATTRIBUTES (UHMT1012-45)
SECPH

GROUP PROJECT:
INTERVIEWING AN ENTREPRENEUR

GROUP D

LECTURER'S NAME:
DR. LEONG HONG YENG

NAME		MATRIC NO.	IC NO.
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	FARAH IRDINA BINTI AHMAD BAHARUDIN	A20EC0035	010428020088
	MYZA NAZIFA BINTI NAZRY	A20EC0219	010207130830
	NUR IRDINA ALIAH BINTI ABDUL WAHAB	A20EC0115	000628050020
	NUR IZZAH MARDHIAH BINTI RASHIDI	A20EC0116	010124110244
	RADIN DAFINA BINTI RADIN ZULKAR NAIN	A20EC0135	011012010710

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Introduction

This project is prepared for UHMT1012, section 45, there are six members of teammates collaborating to make this project a success. Our project interview was conducted by using online medium, which is through Gmail, at the first stage, invitation letter has been sent to Red Circle Studio, as acceptance to be our interview entrepreneur model, the reason why we are interested of taking them as our entrepreneur model is, they have been created so much of creative works. They also have been received tenders by many either government or private sectors such as Kementerian Pendidikan Malaysia, LHDN Malaysia, Sime Darby property and etc. The founder of Red Circle is Ahmad Firdaus bin Muhd Razif who is also one of the directors. He has experience for 16 years in multimedia creative, he started doing work from 2003, as user interface designer, graphic Designer and 2D animator for Aspati Sdn. Bhd. He had been working in many companies, from 2003, until 2013, and now he is mainly focused on red circle studio as business owner.

Biography

The Red Circle began their journey at Jalan Puncak Saujana 1/1A in Kajang in 2016. Red Circle is a corporation that focuses mainly on leadership in the area of multimedia skills. Their primary priority is to offer the best support and consider the criteria for the customers. There are several services they offer, such as montage editing, development of 2D and 3D animation, infographics and results, video activities and conferences and others. Customers only need to choose which services they want and Red Circle will provide recommendations and consultation to make ideas simpler for customers according to the desires and needs of customers. In fact, they have encountered many clients which are Petronas, Kementerian Pendidikan Malaysia (KPM), Sime Darby Property and many others. Red Circle can be contacted at 03-87415632 or via admin@redcircle.com.my by email. They also can be reached through Facebook, Instagram and YouTube. “Think outside the circle” is their trademark.

Target Group

Red Circle Studio target varies from government to private sector and they also do provide services to anyone who wishes to use it. Their service includes documentary, music video, montage or launching, ads or campaign and animation. These kinds of services are widely used in marketing any kind of products or even for any promoting businesses. Since they have worked for various companies like Petronas, MRM (Majlis Rekabentuk Malaysia), LHDN Malaysia and a lot more. These experiences gave the company a huge advantage since they can easily identify what their future clients wanted. In addition, doing projects for big companies are never easy because they have higher expectations. This has led Red Circle Studio to deliver the best for their clients.

Other than targeting the government and private sector, they also target any people who want to use their service. With experience they have working with large companies, it is easier to tackle other clients. For example, if you happen to be a small business owner, you can try to reach them out because they can do all sorts of marketing related things like video, motion design that can help you boost up your sales. Mr Ahmad Firdaus wishes to have more clients so they can express their creativity because it is their passion. We know when someone does what they like and they are passionate about it, they can guarantee to give you the best. That applies to Red Circle Studio that are committed to deliver their promise.

Looking through their portfolio in their website, Red Circle really does a great job in delivering their magic touch. Not everyone in this multimedia is able to do things like they did. We are very sure that Red Circle Studio can get new clients in no time and their target groups can grow wider, which is internationally. Mr Ahmad Firdaus has the ambition to grow bigger and of course every company has that dream too. In order to widen their target groups, they need to work harder in finding clients and give their client beyond what they expected. Once this company manages to impress their client, more clients are expected to use their service. And in no time, Mr Ahmad Firdaus can grow bigger, verified and well-known in the multimedia services industry.

Business History

Mr. Ahmad Firdaus and his previous supervisor along with his apprentices refused to fit into a check box, they like to make their own rules rather than following existing rules, making them decided to start a self-employed business because this way, their creative flow will not be restricted as they were previously. Indeed, *in order to exercise creativity, freedom of thought is essential – Dalai Lama*. However, starting a self-employed business is not that easy especially when it comes to finances. With no accounting department or human resources teams to fall back on, as a self-employed worker, you are expected to wear a multitude of hats. Therefore, taking cautious steps, Mr. Ahmad Firdaus and his friends share the same vision in order to achieve financial freedom. These people who were with Mr. Ahmad Firdaus from the beginning of this business became the foundation for the company.

Business Strategies

A business strategy is a powerful tool to help a company achieve their business goals, to define the strategies and tactics within their business that they need to take. Many of their organisational decisions, such as hiring fresh employees, are also guided by the company strategy. It takes time and development to create a business strategy that is in line with the vision they have for their business. As for Mr. Ahmad Firdaus and his team, their strategies in building and improving their business lies on the people that they were invested in. As they are in the creative industry, their creation and art depend on the customers' desired and personalized outcomes. It is their job to make the customers' ideas to be a reality and combined with their own creativity, too. Hence, they could focus more on their staff growth and developments.

Challenges in Business

Starting up a business requires a lot of hard work, money and time. There must have been spectacular success stories of early stage , but before to achieve the success stories part in the growth of business. There must be challenges , to get through , in Ahmad Firdaus long journey story, the owner of Red Circle Studio Sdn . Bhd. He told that the most crucial part is financial backup, as the company started from zero , for past few years, Mr Ahmad Firdaus has been worked very hard in different companies. Since then,he dreamt of owning his own business, his aimed is to get the chance to build up his own name of company by using his own money, so by using the money he earned, he hopes it is enough for becoming entrepreneur, the second, build up the name of company for years, as everyone knows, to gain a strong name, in multimedia industry it needs many experience to get people's guarantee

Strength & Weaknesses

A strength is a resource or capacity the organisation can use effectively to achieve its objective (Rowe,1994). It is very important for an entrepreneur to know their strengths and weaknesses. It will give them a better understanding of themselves and how they function. This entrepreneur's strength lies on their team. They have a high-performing team including members with a balance of skills. Other than that, they also have the expertise in this area for many years, which we can tell that they have a whole lot of experience that made them stronger and successful. Aside from having strengths, we know that no one is born with all the strengths and characteristics required to run a successful business. They acknowledge their weaknesses and always find ways and willing to improve to become much stronger than before.

Conducting the project

Our group started this project by creating a Whatsapp group as a platform for us to discuss and elaborate each other's idea in order to get the best decision. On our first discussion, we overview our task and try to understand every aspect that we need to fulfil. For instance, we talked about how the flow of this project would be. After the discussion, we found out about this one company which is Red Circle Studio. This company provides multimedia services like motion design, corporate and music video, animation and many more. We agreed on interviewing this company because the company attracts us, and we wanted to know about how their company runs. Luckily, our group mate Irdina Aliah happens to know the director of this company, Mr Ahmad Firdaus bin Abdul Razif which makes it easier for us to get information about this company.

Then, we have decided to conduct the interview through Gmail on 29th December 2020 and ask the question required by this task. Mr Ahmad Firdaus really made this project easy for us since he replied to our email the day after we sent him the email. He answered the question honestly and truly helps us to satisfy our curiosity about his company. The next step is, we discuss the answers given by him and try to understand. In addition, Mr Ahmad Firdaus's company has their own website and we can see their portfolio, which really amazes us. Their artworks are really up-to-date and they have worked with so many companies whether government or private sector.

After discussing the answers, we decided to divide our work based on the task given to us. Each of us are assigned to do two tasks and we divide it equally so that no one does extra work. Even though we divide our work, we still discuss if we have difficulties while completing the task assigned to us. Everything works smoothly because we have good chemistry between each other which is surprising because we never meet each other in person since we are in the middle of a pandemic. We only communicate on whatsapp and luckily everyone knows their own commitment and responsibility so we don't have to deal with lazy groupmates. Everyone in the group cooperates very well which makes this project run smoothly. Last but not least, after everyone is done with their part, we check on each other working if there is any error, we correct it before compiling. For the written part, we use Google Doc platform to write so it is easier because we can access and see each other's part easily and correct it on the spot. We also did our slide presentation in an online platform called Canva where we can express our creativity there because there are a lot of

interesting features like animation, graphic elements and many more. All in all, we are all very satisfied with our project work and grateful to have amazing teamwork.

Difficulties while conducting the project

In the past few weeks of conducting the project, our group has faced quite a few challenges that we had to overcome. The main problem that we faced was having discussions. In this current situation where we can only discuss online, it is hard for us to reach out and express our ideas to each other as some of the members are sometimes offline or have internet problems during our discussions. With that, some of the members missed some parts of the discussion as they encountered internet connection problems and cannot give their own inputs on said discussion.

Other than internet problems, some of the group members have also struggled to share their opinions and ideas in the group chat as they can't eloquent their ideas clearly by simply typing in the group chat. Moreover, the difference in our daily life schedules also played a role in this problem as there are times when we had an impromptu discussion so not all members were present to share their ideas and inputs on the topic we were discussing since some of our group members may be busy during that time and this have lead to a few misunderstandings as they have missed out on some important informations or some changes that we had agreed on during the impromptu discussion.

Furthermore, during our first discussion, we also had a hard time choosing the entrepreneur that we wanted to interview as no one knew who to contact. With that, this has slowed down our process to conduct the interview as we can't even think of a person to interview for this project. When we finally decided on the person we wanted to interview, we had a bit of a debate whether we want to continue interviewing the same person or change the entrepreneur as most of us were confused if the person we decided to interview is qualified as an entrepreneur or the person is considered as a businessman. There were a lot of questions and confusions caused by this situation which we had to overcome.

Solutions for the difficulties faced

With every difficulty, there is relief so even though we had faced a few hardships throughout this whole process, we still managed to conquer the problems and find a solution for each and every problem we faced. The main problem was reaching out to each other and to conquer this problem, we always decide on the time and date for every meeting so everyone will clear their schedule to attend the meeting and no one will miss out any important information during the discussion. Other than that, some of the group members also encountered difficulties in explaining their ideas to everyone as there are members that don't understand what they wanted to convey so to overcome it, the other group members that understood will also try to chip in to help the struggling member explain so that everyone can understand their ideas.

Since a few of our group members encountered internet connection problems during our meeting and discussions, we will always try our best to fill them in so that they won't miss anything important and misunderstandings can also be avoided. Even when there are a few misunderstandings, we will always discuss it with each other and end things on a good note.

When we had faced a problem on deciding on who to interview since no one had any idea who to interview, one of our group members had helped us solve the problem by introducing a close acquaintance of hers who is an entrepreneur. With that, it was easy for us to contact the interviewee as one of our group members knows them personally and this has made our project run more smoothly. However, we did have some doubts whether they are a businessman or an entrepreneur so to solve our doubts, we decided to Whatsapp our lecturer to get confirmation whether the person is considered as an entrepreneur or not. When we finally got the confirmation, we finally decided to conduct the interview with the said entrepreneur.

Lesson learned

This project has taught us a lot of things that could be beneficial to each and everyone of us. First and foremost, this project has taught us on how to conduct an interview session with an entrepreneur. The process may be quite difficult from contacting the entrepreneur to handling the interview session, but we made it successfully with the help from each member of this group. From there, we learned that teamwork is very important in conducting a group project. Although we are communicating online, we managed to make sure that every task is divided fairly and each member completes their work. In correlation with the interview, we also learned that team strengths are instrumental to boosting the success of a business. We learned that teamwork is important for the success of all businesses. In order for the business to grow, they need to work with a lot of people which is why teamwork is very crucial in the business world. Other than that, we also learned that strong brand reputation does not happen overnight. Based on the interview, we could see that the entrepreneur struggles to find people that trust them when they first started their business. This shows that business requires constant effort in order for the business to grow their image and build names. A strong brand reputation helps build repeat business from satisfied clients which probably requires a lot of time and effort in order for them to achieve that state.

References

1. Rowe, Mason, Dickel, Mann, Mockler; "Strategic Management: a methodological approach". 4th Edition, 1994. Addison-Wesley. Reading Mass
2. Portfolio and Services ; <http://www.redcircle.com.my/>

Appendices

Minute meeting

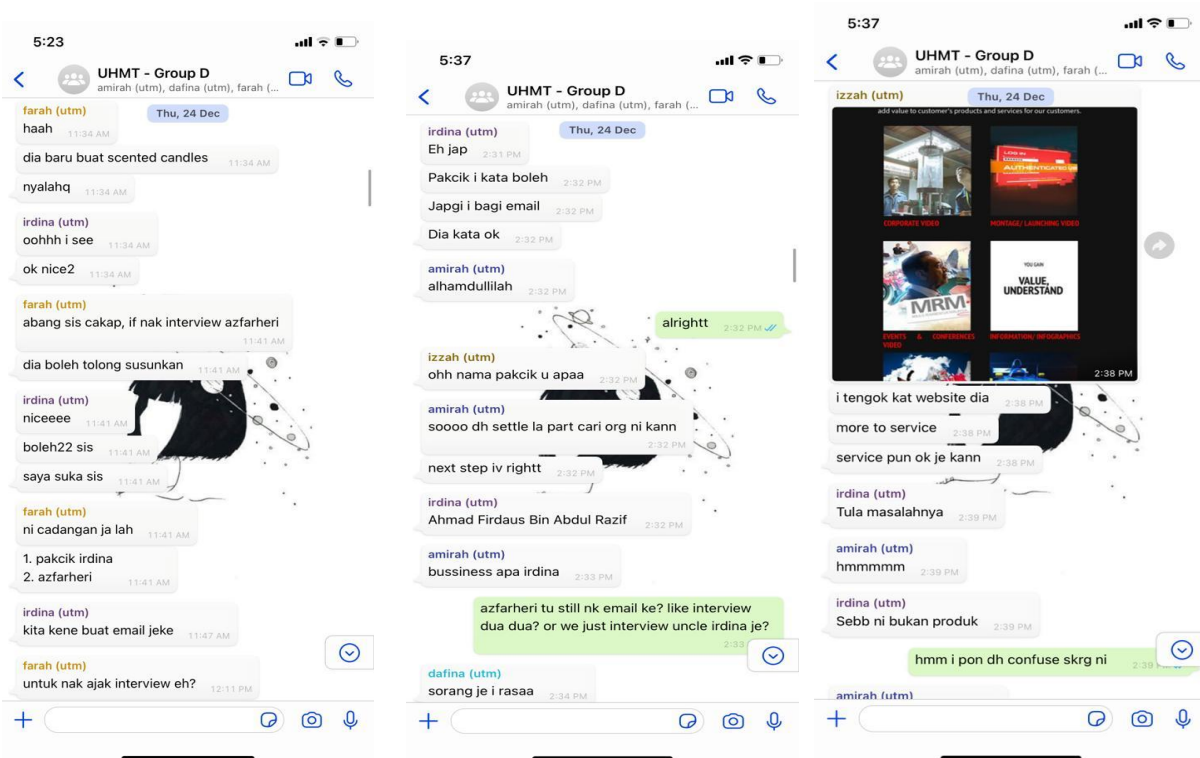
LEADERSHIP AND TEAMWORK SKILLS

Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g potential problems/ difficulties/limitations
				Date: 24 / 12 / 2020	Who took the notes? Name: -	Who is leading the discussion? Name: Farah	
				Time: 2:05 pm - 3:20 pm			
				No.	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas?	What action needs to be taken? What do we need to bring?
1	AMIRAH RAIHANAH BINTI ABDUL RAHIM	2:28 pm	3:15 pm	1	Deciding who to interview	Irdina	
2	FARAH IRDINA BINTI AHMAD BAHARUDIN	2:06 pm	3:13 pm	2		Farah	
3	NUR IRDINA ALIAH BINTI ABDUL WAHAB	2:07 pm	3:10 pm	3		Amirah	
4	NUR IZZAH MARDHIAH BINTI RASHIDI	2:07pm	3:17 pm	4		Izzah	
5	RADIN DAFINA BINTI RADIN ZULKAR NAIN	2:31 pm	3:18 pm	5		Dafina	
6.	MYZA NAZIFA BINTI NAZRY	2:10 pm	3: 12 pm			Myza	

Proof for the first meeting:



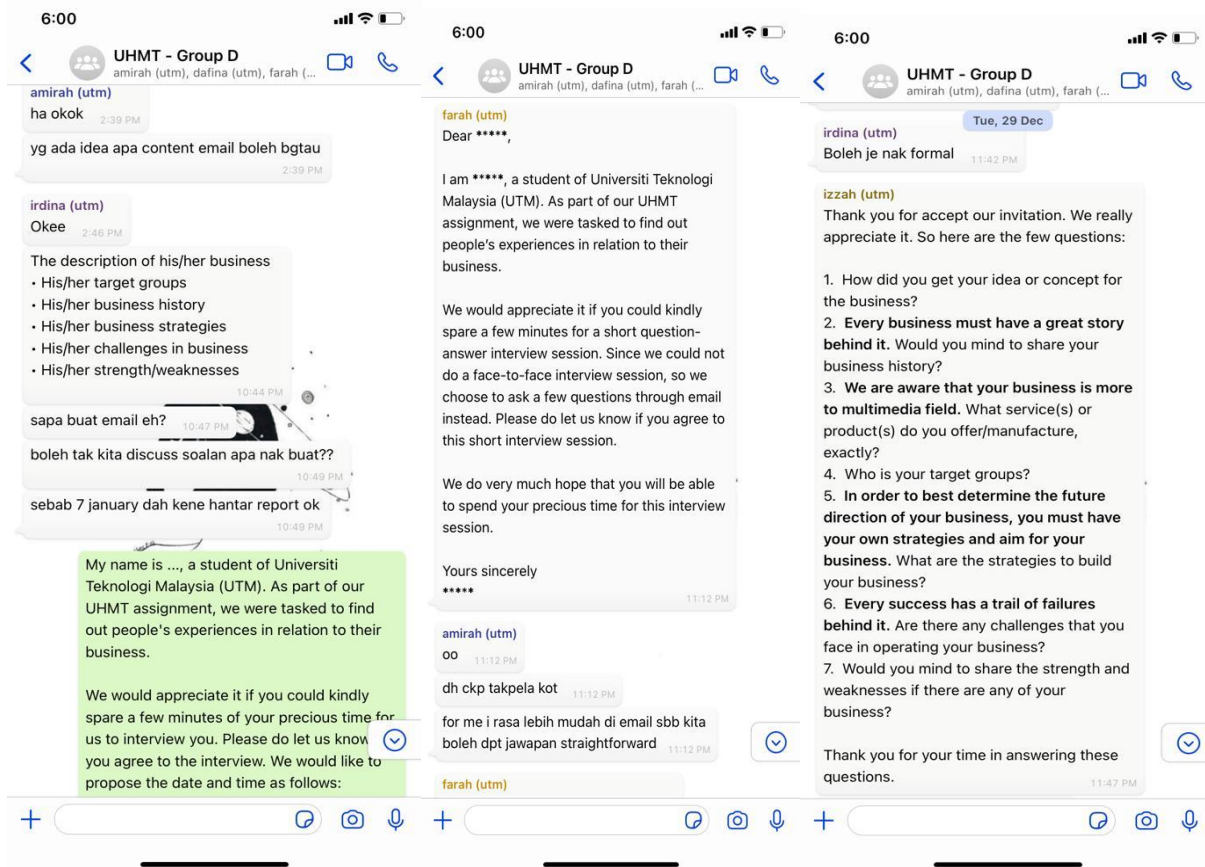
LEADERSHIP AND TEAMWORK SKILLS

Group Meeting Template

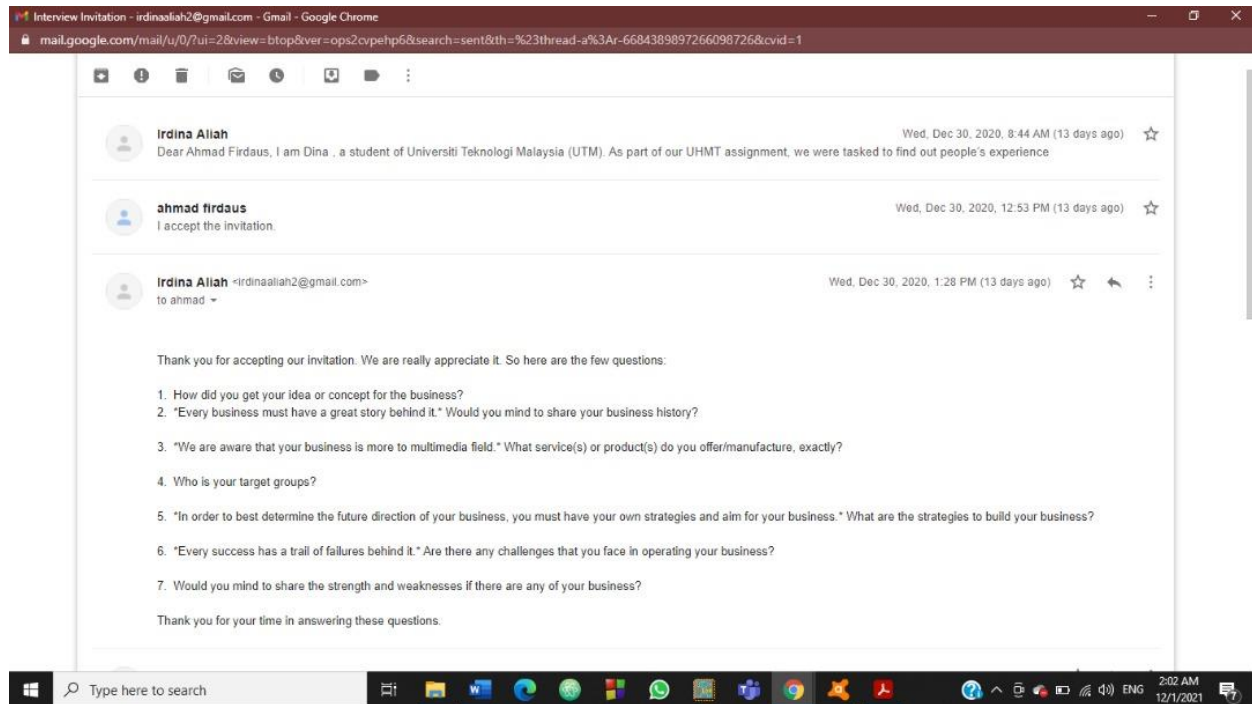
Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda				Other Remarks e.g potential problems/ difficulties/limitations
				Date: 29 / 12 / 2020	Who took the notes? Name: -	Who is leading the discussion? Name: Amirah		
				Time: 10:45 pm - 12:00 am	No.	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas? What action needs to be taken? What do we need to bring?	
1	AMIRAH RAIHANAH BINTI ABDUL RAHIM	10:53 pm	11:56 pm	1	Discuss on how to make email	Irdina		We struggled to make the draft for the email and also had a few difficulties on deciding the questions we wanted to ask.
2	FARAH IRDINA BINTI AHMAD BAHARUDIN	10:58 pm	11:55 pm	2	Discuss who should send the email	Farah		
3	NUR IRDINA ALIAH BINTI ABDUL WAHAB	10:44 pm	11:58 pm	3	Discuss on the questions that we want them to answer	Amirah		
4	NUR IZZAH MARDHIAH BINTI RASHIDI	11:02 pm	11:58 pm	4		Izzah		
5	RADIN DAFINA BINTI RADIN ZULKAR NAIN	11:10 pm	11:57 pm	5		Dafina		
6.	MYZA NAZIFA BINTI NAZRY	10:52 pm	11:54 pm		Myza			

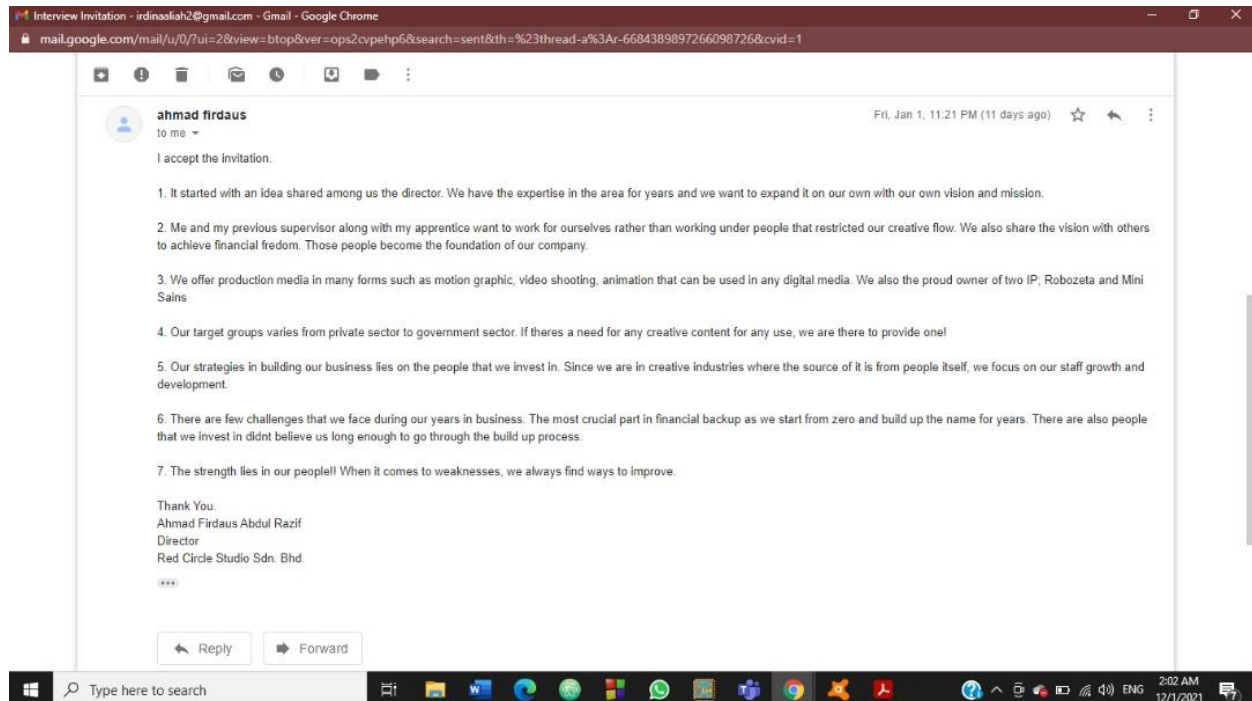
Proof for the second meeting:



Proof of Email sent:



Proof of the interviewee's response:



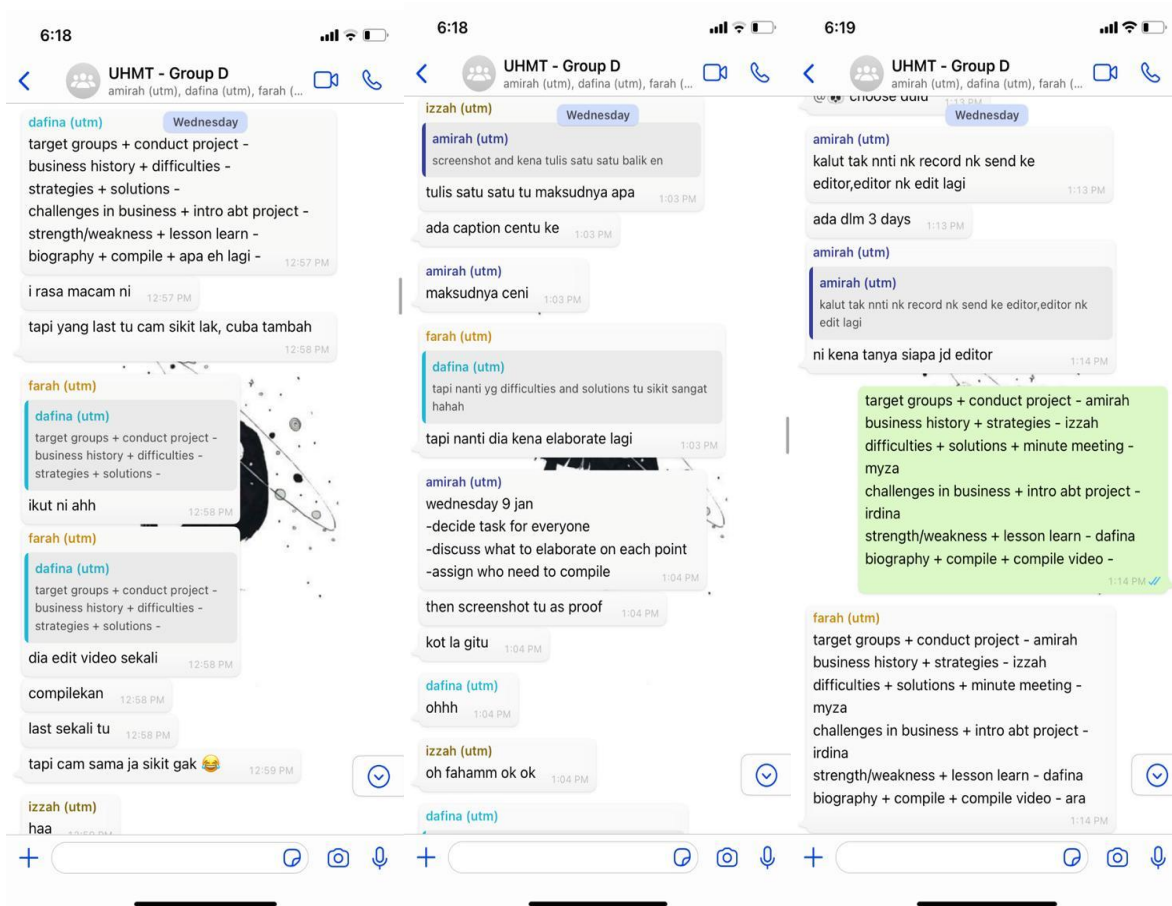
LEADERSHIP AND TEAMWORK SKILLS

Group Meeting Template

Please attach this form with project report and write full meeting agenda for each meeting.

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g potential problems/ difficulties/limitations	
				Date: 6 / 1 / 2021		Who took the notes?		Who is leading the discussion?
				Time: 12:45 pm - 1:30pm		Name: -		Name: Izzah
				No.	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas?	What action needs to be taken? What do we need to bring?	
1	AMIRAH RAIHANAH BINTI ABDUL RAHIM	12:46 pm	1:20 pm	1	Discuss on how to distribute our task	Irdina		
2	FARAH IRDINA BINTI AHMAD BAHARUDIN	12:47 pm	1:27 pm	2	Discuss on how to elaborate the points in our report	Farah		
3	NUR IRDINA ALIAH BINTI ABDUL WAHAB	1:02 pm	1:27 pm	3	Choosing our tasks	Amirah		
4	NUR IZZAH MARDHIAH BINTI RASHIDI	12:45 pm	1:27 pm	4		Izzah		
5	RADIN DAFINA BINTI RADIN ZULKAR NAIN	12:46 pm	1:23 pm	5		Dafina		
6.	MYZA NAZIFA BINTI NAZRY	12:45 pm	1:21 pm	Myza				

Proof for the third meeting:



Peer Evaluation Form

PEER EVALUATION FORM

Name : Radin Dafina binti Radin Zulkar Nain

Matrix Card No : A20EC0135

Date : 13/1/2020

Write the names of your group members in the numbered boxes. Then, assign your self a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distiction

Attribute	Yourself	Amirah	Farah	Myza	Izzah	Irdina
1. Was dependable in attending group meeting.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did work accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Shares time, knowledge and credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total Mark	40	40	40	40	40	40
Average/20 %	20	20	20	20	20	20

PEER EVALUATION FORM

Name: AMIRAH RAIHANAH BINTI ABDUL RAHIM

Matrix Card No: A20EC0182

Date : 13 JANUARY 2021

Write the names of your group members in the numbered boxes. Then, assign your self a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distiction

Attribute	Your self	1. IZZAH	2. DAFINA	3. FARAH	4. MYZA	5. IRDINA
1. Was dependable in attending group meeting.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did work accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Shares time, knowledge and credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total Mark	40	40	40	40	40	40
Average/20 %						20

PEER EVALUATION FORM

Name: FARAH IRDINA BINTI AHMAD BAHARUDIN

Matrix Card No: A20EC0035

Date: 14th JANUARY 2021

Write the names of your group members in the numbered boxes. Then, assign your self a value for each listed attribute. Finally do the same for each on your group members and total all of the values.



Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distiction

Attribute	Your self	AMIRAH	MYZA	IRDINA	IZZAH	RADIN
1. Was dependable in attending group meeting.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did worke accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Shares time, knowledge and credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total Mark	40	40	40	40	40	40
Average/20 %						20

PEER EVALUATION FORM

Name: Nur Izzah Mardhiah binti Rashidi

Matrix Card No: A20EC0116

Date: 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign your self a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distiction

Attribute	Your self	1. Farah Irdina	2. Amirah Raihanah	3. Myza Nazifa	4. Irdina Aliah	5. Radin Dafina
1. Was dependable in attending group meeting.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did worke accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Shares time, knowledge and credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total Mark	40	40	40	40	40	40
Average/20 %						20

PEER EVALUATION FORM

Name: MYZA NAZIFA BINTI NAZRY

Matrix Card No: A20EC0219

Date : 13 / 1 / 2021

Write the names of your group members in the numbered boxes. Then, assign your self a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distiction

Attribute	Your self	1. Amirah	2. Farah	3. Radin	4. Izzah	5. Irdina
1. Was dependable in attending group meeting.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did worke accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Shares time, knowledge and credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total Mark	40	40	40	40	40	40
Average/20 %						20

PEER EVALUATION FORM

Name: NUR IRDINA ALIAH BINTI ABDUL WAHAB

Matrix Card No: A20EC0115

Date: 14th JANUARY 2021

Write the names of your group members in the numbered boxes. Then, assign your self a value for each listed attribute. Finally do the same for each on your group members and total all of the values.



Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distiction

Attribute	Your self	AMIRAH	FARAH	MYZA	IZZAH	RADIN
1. Was dependable in attending group meeting.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did worke accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Shares time, knowledge and credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total Mark	40	40	40	40	40	40
Average/20 %						20