

Student's Edition

MALAYSIAN
WOMEN

ENTREPRENEURS:
Breaking The Barriers

Editors
Noorshella Che Nawi
Naeem Hayat
Dzul kifli Mukhtar

**CHAPTER 7: EMPOWERING WOMEN THROUGH
CONFIDENCE AND WELL-BEING: A CASE STUDY OF NK
SPA**

69

*Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi and Suchi
Hassan*

**CHAPTER 8: A CASE SYUDY OF THE SERAI GROUP: A
STORY OF HUMBLE WOMEN LEADER**

81

*Noor Raihani Zainol, Anis Amira Ab Rahman and Nurul Hafizah
Mohd Yasin*

**CHAPTER 9: THE PRAYER MAT: A CASE STUDY OF AN
INSPIRING MALAYSIAN WOMAN ENTREPRENEUR IN
SAUDI ARABIA**

93

*Yusrinadini Zahirah Md. Isa@Yusuff, Hazrina Hasbolah, Raja Rosnah
Raja Daud and Dzulkifli Mukhtar*

**CHAPTER 10: QUEEN OF FRANCHISING: A CASE STUDY
OF BUSINESS EVOLUTION ENTERPRISE**

107

*Nurul Azwa Mohamed Khadri, Syamsuriana Sidek and Nur Syafiqah
A. Samad*

**CHAPTER 11: BUILDING DREAMS, SHATTERING
BARRIERS: A CASE STUDY OF NR ARCHITECTURE**

121

*Derweanna Bah Simpong, Nur Azimah Othman, Fadhilahanim Aryani
Abdullah and Dzulkifli Mukhtar*

**CHAPTER 12: CONCLUSION TO CASE STUDIES ON
MALAYSIAN WOMEN ENTREPRENEURS**

131

Noorshella Che Nawati, Naeem Hayat and Dzulkifli Mukhtar

Index

Editors' Biographies

135

137

Ahmad Rid
Senior Lectu
Faculty of B
Business
Universiti M

Amira Ja
Senior Lec
Faculty of
Business
Universiti

Anis Am
Associat
Faculty
Busines
Univers

Asana
Senior
Faculty
Techn
Unive

Derw
Senio
Facu
Well

Student's Edition

MALAYSIAN
WOMEN
ENTREPRENEURS:
Breaking The Barriers

This publication, titled 'Case Studies on Malaysian Women Entrepreneurs', delves into the inspiring journeys of accomplished female business leaders in Malaysia's vibrant entrepreneurial landscape. Through a series of in-depth and insightful case studies, this book climaxes the diverse array of women who have challenged existing conventions and made considerable aids to Malaysia's economy.

Every case study presents a remarkable story detailing the obstacles, attainments, and strategies employed by these esteemed Malaysian women entrepreneurs to establish and expand their businesses. Readers are provided with a comprehensive overview of the various industries these women have entered, demonstrating the depth and breadth of their entrepreneurial pursuits. The book illustrates how these women have left their mark in traditionally male-dominated sectors, including technology, manufacturing, fashion, and hospitality.

Therefore, it is anticipated that this manuscript brings meaningful narratives offering significant insights unearthing the practical paths taken by these Malaysian Women entrepreneurs. This book also documents the success and achievements of these much-celebrated Malaysian Women entrepreneurs.



*Entrepreneurship
is Our Thrust*

press.umk.edu.my f Penerbit UMK i umkpress e penerbit@umk.edu.my

ISBN 978-629-489-024-4



RM80.00