

Lecturer's Edition

MALAYSIAN
WOMEN

ENTREPRENEURS:

Breaking The Barriers

Editors
Noorshella Che Nawi
Naeem Hayat
Dzulkifli Mukhtar

CHAPTER 7: EMPOWERING WOMEN THROUGH CONFIDENCE AND WELL-BEING: A CASE STUDY OF NK SPA	129	
<i>Naziatul Aziah Mohd Radzi, Normaizatul Akma Saidi and Suchi Hassan</i>		
CHAPTER 8: A CASE SYUDY OF THE SERAI GROUP: A STORY OF HUMBLE WOMEN LEADER	149	Ahmad Senior Facult Busin Univ
<i>Noor Raihani Zainol, Anis Amira Ab Rahman and Nurul Hafizah Mohd Yasin</i>		
CHAPTER 9: THE PRAYER MAT: A CASE STUDY OF AN INSPIRING MALAYSIAN WOMAN ENTREPRENEUR IN SAUDI ARABIA	167	Ami Sen Fac Bu Un
<i>Yusrinadini Zahirah Md. Isa@Yusuff, Hazrina Hasbolah, Raja Rosnah Raja Daud and Dzulkifli Mukhtar</i>		
CHAPTER 10: QUEEN OF FRANCHISING: A CASE STUDY OF BUSINESS EVOLUTION ENTERPRISE	187	A A F E U
<i>Nurul Azwa Mohamed Khadri, Syamsuriana Sidek and Nur Syafiqah A. Samad</i>		
CHAPTER 11: BUILDING DREAMS, SHATTERING BARRIERS: A CASE STUDY OF NR ARCHITECTURE	207	
<i>Derweanna Bah Simpong, Nur Azimah Othman, Fadhilahanim Aryani Abdullah and Dzulkifli Mukhtar</i>		
CHAPTER 12: CONCLUSION TO CASE STUDIES ON MALAYSIAN WOMEN ENTREPRENEURS	223	
<i>Noorshella Che Nawati, Naeem Hayat and Dzulkifli Mukhtar</i>		
Index	227	
Editors' Biographies	229	

Lecturer'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 umkpress penerbit@umk.edu.my

ISBN 978-629-489-025-1



9 786294 890251

RM100.00