



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY SCIENCE COMPUTER AND MATHEMATICS

ENT 600

TECHNOLOGY ENTREPRENEURSHIP : CASE STUDY

CS241 6F



COMPANY ANALYSIS

EDDA COLLECTION SDN. BHD.

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SUBMITTED DATE:

16 NOVEMBER 2020

ACKNOWLEDGEMENT

Alhamdulillah, praise be to Allah S.W.T the most merciful as this task can be done in a given period of time. I would like to express my deepest appreciation to all those who have made my case study a success. First of all, I would like to express sincere gratitude to our lecturer, Madam Yusrina Hayati for her guidance, time and advice throughout the process of completing this case study. Next, I would like to thank to Puan Zaida, the owner of Edda Collection Boutique for spending her time to have telephone interview about his management of company and provide a lot of information regarding the content of the case study. I am very grateful that she was answers all my questions although she was busy to serve customer. Lastly, special thanks to my classmates for providing their ideas and thoughts for this case study.

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EXECUTIVE SUMMARY

Edda Collection is a company that sells Muslimah fashion clothing also do a sewing services in the shop. They sell a lot of islamic clothes and accessories that suit local people. In addition, men's clothes like *baju melayu* are also available in their boutique. I use the SWOT approach to help solve the problem and to define the problem with the answer that can be made by the organization itself. The biggest challenge faced by Edda Collection is the lack of machine and manpower. The organization should employ more skilled staff to assist with the production of products. In addition, they should set up a new machine to help production staff manufacture products more quickly and conveniently, other than that the organization should employ more sales assistants to ensure that they fulfill the standards of their products.

CHAPTER 1: INTRODUCTION

1.1 Background of Study

Opening a boutique is a goal for a lot of people who want to stand on their own feet and enjoy the benefits and enjoyment of running a business in an environment that they have a great passion for. A boutique is a small retail shop that sells clothes or garments or accessories and other products to a specific sector of the market that is nice to start with, easy to manage even one individual, requires a reasonably minimal amount of money to start up, engages the creativity and passion of the owner to a large degree. And both are more likely than not to lead to a productive and enriching life for those involved.

Clothing is a good graphic demonstration of the social and mental interests of those who wear it. It also represents in a well understood visual way what people of various cultures and types want socially fashion, over time has gone through so many dramatic shifts and bizarre extremes that there are samples of almost any kind of clothing element. However in a boutique business, the specifications and descriptions of styles and garments are so basic that they can fit more than one outfit, which is very different from each other and this depends entirely on the style of the customers. They are somewhat different from each other and this depends entirely on people's taste.

The selection of clothing in Malaysia is surprisingly wide, relying on cultures, regional differences, economic production, the influence of other country cultures and the perplexing diversity of ethnic groups. Therefore, to sift and separate and connect and put together ideas for the development of different designs that can fit into the sense of fashion in vogue and culture in reality.

The boutique business is very up-to-date, but has yet to be centralized. This organization's business is very scattered and unorganized. There are several key figures in the boutique sector, and these entrepreneurs have also taken the initiative on the basis of their caprice ability in this field, whether they can design and market their products through the introduction of creative designs in both stitching and materials.