



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

HAFZA TRADING

CLOTHES AND TEXTILES BUSINESS

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PROGRAMME : Diploma In Statistics
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SUBMISSION DATE

9th July 2020

ACKNOWLEDGEMENT

I present my deepest and greatest gratitude to Allah S.W.T. I am grateful because I manage to complete the Case Study project within the time given.

I would like to extend my appreciation to all those who had made this project report a success in one way or another. To mention a few, I would like to express my highest gratitude and thanks to my Technology Entrepreneurship (ENT600) lecturer, Madam Azzah binti Amran for her time, encouragement, advice and consistent guidance throughout the completion of our research report.

I would also like to thank my parents for their prayer and support, and my friends who directly or indirectly gave ideas and opinions to complete this project. Besides, a big appreciation to my respondents that gives their cooperation, times and support in completing my questionnaire and surveys for this report completion. Without their commitment and dedication, this report will not be completed. Thank you.

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EXECUTIVE SUMMARY

Hafza Trading is a boutique owned by Mrs. Azizah bt Hassan that operated in Malaysia and located at No. 4, Tingkat Bawah, Jalan Rompin Jaya 2, Taman Rompin Jaya 2, 26800, Kuala Rompin, Pahang. The boutique has been in operation since 2003 until now. Hafza Trading is a sole proprietorship business that is owned and run by one person and in which there is no legal distinction between the owner and the business entity. This boutique provides clothing for women, men and children, accessories and many more. So they not just focus on the women's clothing. All the clothes are ready-made and many choices in size and color available. The design is also unique and attractive. The business objective is to make their customer satisfied with their good service and quality product. The business mission is to transform women's lives by making them feel good about themselves, through their outward appearance. So that they can be more confident to wear anything. Business vision is to make sure their company well-known, established and satisfied by their customer in order to expand the business. Every business has to deal with a lot of problems. Sometimes the problem makes the entrepreneur give up and do not want to continue the business. The problems she faced are do not have a website and do not offers online sales. Besides that, the space provided is too limited.

1. INTRODUCTION

1.1. Background of the Study

The owner of this boutique is Mrs. Azizah bt Hassan. The boutique located at No. 4, Tingkat Bawah, Jalan Rompin Jaya 2, Taman Rompin Jaya 2, 26800, Kuala Rompin, Pahang. She opened the boutique with her husband's encouragement. She also wants to open the business because of her interest in fashion designing. Before she started the business, she had to attend for many classes to come up with attractive and unique designs, how to open and run a boutique and so on. Now, this boutique has been operating for more than 10 years.

1.2. Purpose of Case Study

The purpose of the study is to know how the owner of this boutique manages their company. Besides, the problems faced by the owner can be identified and some suggestions will be suggested to solve them.

1.3. Business Problem Description

Every business must face many problems. One of the business problems does not has a website and does not offer online sales. So people do not know much about the business. Next, the space provided is too limited. That will make the customer feel uncomfortable because the display rack is too near with each other and there is not much space for them to move.