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UNIVERSITI
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FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

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TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

“Rosmin Pet Shop”

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EXECUTIVE SUMMARY

A pet shop or pet store is a retail business which sells different kinds of animals to the public. A variety of animal supplies and pet accessories are also sold in pet shops. The products sold include food, treats, toys, collars, leashes, cat litter, cages and aquariums.

The name of the business is Rosmin Pet Shop. The company has been in the industry for approximately more than 10 years. Rosmin is a family name. It comes from combining the name of the owner's parents which is ROS from Rosmawati and MIN from Amin. They sell variety of pet foods and necessities, cat grooming and also cat boarding. Some of the technology used by the company was HubStore POS System, Andis ProClip AGC2 and Codos CP-160 Pet Dryer.

The strength of the company is that they provide better grooming service than all of their other competitors. Moreover, they also offers variety of products. All of their products and services are affordable and reasonable. The biggest opportunity is when their work is being recognized by customers. This will lead to chatter amongst the customers' friends and family thus, increasing future prospects. Some of the issues faced by the company is that the machinery used in daily operations requires high cost of maintenance, the cost of rent has been quite high, lack of communication and lack of training among staffs.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

A pet shop or pet store is a retail business which sells different kinds of animals to the public. A variety of animal supplies and pet accessories are also sold in pet shops. The products sold include food, treats, toys, collars, leashes, cat litter, cages and aquariums. Some pet stores provide engraving services for pet tags, which have the owner's contact information in case the pet gets lost.

The first pet stores mostly catered to birds in the 1840s. Not just that, the pet food industry began when one man watched sailors feeding dogs dry biscuits on the docks in approximately 1860, and decided to create the first commercially prepared pet food to sell to English country gentlemen for sporting dogs.

A century later, the 1960s saw the launch of the first national pet store franchise, and by 1970, the fledgling pet industry was being shaped and helped along by two organizations that continue in that role today. The American Pet Products Association (APPA)—back then called the American Pet Product Manufacturer's Association—was founded in 1958, with the Pet Industry Distributors Association (PIDA) conceived 10 years later, in 1968.

Industry veterans share that when they used to claim they worked “in the pet industry,” they were greeted with laughter. Back then, they say, the industry was all about the industrious entrepreneur. Small manufacturers, family-owned distributors, and mom-and-pop pet stores all worked together to help create what we have today.

1.2 PROBLEM STATEMENT

The company is lacked in manpower since there is only two (2) workers. There is only one (1) groomer so there is an issue if there is a lot of cats in boarding.

In addition, the boarding space for cats is also insufficient. During the holidays, cat owners will leave their cat in pet shops that provide boarding services. It can be a problem when there is an insufficient space.

Due to the location, the rent has been increasing. This can effect the business as they need to increase their services and products prices.