



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Noor Arfa [®]  SINCE 1980
Exclusive Malaysian Batik

COMPANY ANALYSIS

NOOR ARFA HOLDINGS SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

The Noor Arfa Batik company is the focus of this case study. This case study is performed through a telephone interview with the owner and company information has been given by the owner itself. A few challenges faced by the organization were defined from the information provided and used the SWOT analysis method to capture the strength, weaknesses, opportunities and threats.

Noor Arfa Batik was founded 39 years ago and it still survive until today. The amount of revenue generates by this company had proved that their excellent service and marketing strategies are now in place around this business industry. Due to some minor problems faced by this company, it may disrupt sales and manufacture of their products.

The strength of this business can be seen through the variety of products they produce, moreover Noor Arfa Batik won the admiration and recognition from the local community for their meticulous design and high-quality fabrics. It shows that this business is capable to meet the demand of customers. However, there is a need for their marketing strategy to be strengthened in order to attract other people who are not familiar with this batik business. This business uses traditional method in producing the batik product instead of using technology, so this business needs to find a way in order to enhance the sales and production of their products.

In conclusion, this case study has identified and proposed some solutions to overcome the obstacle encountered by this batik company. The owner needs to take some initiative and be more optimistic in order to attempt a new technique for the sake of their company.