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MARA

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GROUP ASSIGNMENT

PREPARED BY,

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CAKE STUDY

GROUP MEMBERS: EH110 1A

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1. EXECUTIVE SUMMARY

TD FRATELLO:

The Company and Management:

The company is owned by Suhardi Ikram. The management consists of co-owners Suhardi Ikram, and his partner Irman Ikram. Both partners will be taking hands-on management roles in the company with the help of Dayang Ninna.

Services:

Clients are from the public of Kota Samarahan who in need of their own t-shirt as a trademark. TD FRATEELO also offers a variety of services besides t-shirt printing such as:

- Banner printing
- Product labelling
- Flash stamp
- Photostat/binding
- Stationery supplier

The Market:

Their target customer is not limited to only universities' student but also the public of Kota Samarahan. They also have an online service so the target market is being expanded to the whole Sarawak. While there are another company that offer custom t-shirt printing services, their company are the oldest compare to their competitor.

2. INTRODUCTION

One of the perspectives as regards to a branch of numerous case studies, **Donnelly J.H., Gibson J.L. & Ivancevich J.N.** state that case study is the type of research design attempts to examine numerous characteristics of a person or group over an extended period of time. Since the result achieved by a case study are usually based on a sample of one, the user cannot be certain as to their generality. Most cases studies raise questions for future research.

For us, the purpose or objective of doing Case Study is to allow us with real expertise and understanding, as well as judgement to excel. Case Study (or sometimes called “Case Analysis”) requires our group to take risks, make judgements in uncertain situations, and to propose and select from multiple possible options, none of which may be “right” or “wrong”.

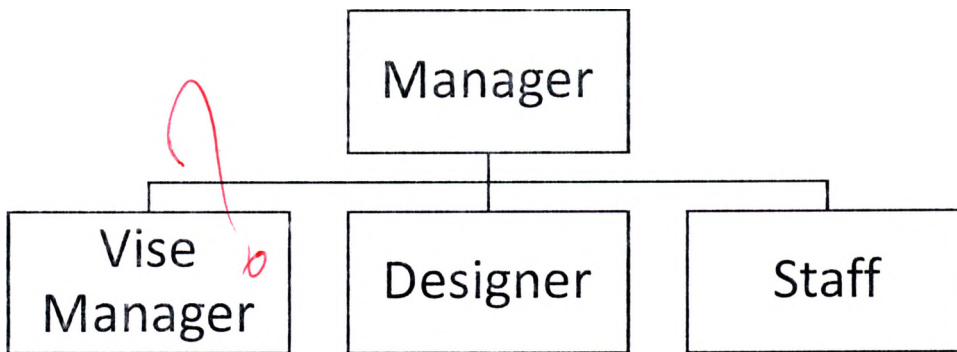
Case Study also a case as is true in real-world, on-the-job settings. For example, in strategic management in business, cases are typically records of actual business situations, rather than problems that are preformulated for students to solve. The organizations, its history, and current situation are typically described, and it is left to the student to analyze what course of action the organization should pursue. We are put in the position of managers who must develop alternatives and propose specific actions for the firm.

In this case study, the major problem that being detected are first, the company does facing some serious technical problem such as the printing machine itself are hard to handle and more. Next, they also in need of continuous supply of quality t-shirt to ensure the process of printing customers' t-shirt in ease.

3. COMPANY INFORMATION

This business starting in July 2016. The company are being named by their owner as TD FRETELLO. The founder of this business was Mr. Suhardi b Ikham. He is the lecturer of Sport Science and Recreation (SSR) in UITM, Kota Samarahan. Their company was located at Desa Ilmu Commercial Centre, Phase 25, Jalan Dato Musa, Kota Samarahan.

Organizational structure:



From the organizational structure above this company are owned by Suhardi Ikram which is also the manager of the company and his partner Irman Ikram as a vice manager. Both partners will be taking hands-on management roles in the company with the help of Dayang Ninna who is the designer for their company and also a staff.

TD FRATELLO company main product or service is custom t-shirt printing. They also have a lot of other services such as banner printing, making a product labelling, flash stamp making, trophy, medal, plaque, certificate, stationery supplier, sticker printing, photostat and binding, button badge, and custom mug design. They also claim that their market target is among the public of Kota Samarahan not just only the UITM student.

As for their business modal the vice manager claim that this business is a family business. Therefore, the family members work together and by using their own money they opened up this business. Since this company is new, they are still now recognisable by the public of Kota Samarahan.

As for the financial achievement, they insist to keep it confidential as it is not supposed to be known by other and claim it is the right of their company.