



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

CHERRY AIN STATIONERY COMPANY

PREPARED BY,

FACULTY & PROGRAMME : FACULTY OF CHEMICAL

ENGINEERING/EH110 1A

SEMESTER : SEMESTER 1

PROJECT TITLE : CASE STUDY - CHERRY AIN STATIONERY COMPANY

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EXECUTIVE SUMMARY

CHERRY AIN STATIONERY COMPANY is a shop that located at a centralized-area in-between educational district and business office district at Matang, Kuching. They are providing full set stationery supplies, office supplies, books and so on. Not only that, they also provide services such as photocopy, printing, laminating, binding and others.

This company is the only shop that supply the stationery products and offices supply and also the photocopy, printing, binding and laminating services in the area. This makes it as one of the uniqueness of this company to gain customers and fulfill their needs.

As their vision are to satisfy all the needs of customers all ages and and different background, CHERRY AIN STATIONERY COMPANY is in progress to become a shop that provide complete stationery products, office supplies, books, a trusted services and many more with affordable prices along with a good customer services.

INTRODUCTION

Before we operate a business by our own it is better for us to study the existing business as our guidelines in process of doing it by our own. This is called case study, as it helps to study other existing business in the market.

The purpose of the case study is to study the existing business in terms on how they operate, what are the pros and cons in operating business, what precautions to be taken when facing the problems arise to avoid suffering in loss and many more.

Therefore, this case study are more likely helping us to understand better on how to operating a business in general. As known, business world facing lots of obstacles and problems that can affect the business in directly on indirectly way. A better understanding in business can help businessman to survive in whatever problems may arise

By using SWOT analysis theory, it surely will be a great help for reader to get better picture of the essential contents of the study

COMPANY INFORMATION

BACKGROUND OF COMPANY :

COMPANY NAME : CHERRY AIN STATIONERY COMPANY

LOCATED : CHERRY AIN STATIONERY COMPANY GRD FLOOR NO.99 &
NO.100, LOT 145398 & LOT 145399, PUSAT KOMERSIL SWAN, JLN MATANG,
BT 4, 93050, KUCHING, SARAWAK.

ESTABLISHED : 20 AUGUST 2017

OPERATING/BUSINESS HOURS :

MONDAY - TUESDAY	0800 - 2130
WEDNESDAY	0800 - 1800
THURSDAY - SUNDAY	0800 - 2130
PUBLIC HOLIDAY	MUSLIM PUBLIC HOLIDAY & NATIONAL DAY

MANAGEMENT PROFILE :

MANAGER

NAME : ZULINA BINTI YUSOF

DATE OF BIRTH : 10 JANUARY 1977

PLACE OF BIRTH : KUCHING, SARAWAK

EDUCATIONAL BACKGROUND :

1. UPSR
2. SPM
3. CERTIFICATE (SIJIL JANGKAWAS KAWALAN) - POLITEKNIK KUCHING
4. DIPLOMA KEJURUTERAAN ELEKTRIK - POLITEKNIK KUCHING
5. DEGREE IN IT & MANAGEMENT - OPEN UNIVERSITY MALAYSIA