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COMPANY ANALYSIS

MONKEY APPAREL ENTERPRISE

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TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	v
1.0 INTRODUCTION	1
1.1 Background Of The Study	1
1.2 Problem Statement	2
1.3 Purpose Of The Study	2
2.0 COMPANY INFORMATION	3
2.1 Background	4
2.2 Organizational Structure	4
2.3 Products/Services	4
2.4 Business, marketing, operational strategy	4
3.0 COMPANY ANALYSIS	5
3.1 SWOT Analysis	5
3.2 Business Model Canvas (BMC)	6
4.0 FINDINGS AND DISCUSSION	7
5.0 RECOMMENDATION AND IMPROVEMENT	8
6.0 CONCLUSION	11
7.0 REFERENCES	12
8.0 APPENDICES	13

EXECUTIVE SUMMARY

This report was commissioned to examine the business opportunity and problems on why the sales volume of Monkey Apparels Enterprise has dropped over the past two years since its peak in 2012 and to recommend ways of increasing the volume.

In the study will highlight on the major problems faced by Monkey Apparels Enterprise in competing its business and other clothing company competitors through E-Commerce medium. The SWOT Analysis will be use in this case study while offering explanation for observed changes. Furthermore, the report will explain and comments on the solutions and recommendations that would improve Monkey Apparels Enterprise current performance. These observation do have limitation which will be noted. Further investigations reveal online consumers does have high expectation on high standard of online service quality since it is much easier to compare price. Therefore, the key factor for consumers is to get online service quality. .

The report evaluates this range and concludes It is recommended Monkey Apparels Enterprise:

1. To change their demographic segmentation of their product to more variable to other age and gender
2. To analyze the influence of demographic variables on the buying behavior of consumers purchasing apparels
3. To identify various source of ideas for To understand the factors that influence the buyer
4. To recognize that people differ and to understand how these differences impact their intentions and abilities to grow a business

1.0 INTRODUCTION

In recent years, business world has changed significantly with a new medium platform to do business. Nowadays, business platform has gain more competitive advantage by using the medium of internet to do business. The textile and apparel industry in Malaysia has been growing at a fast pace after the county started an export-oriented industrial transformation in the early 1980s. The textile and apparel industry in Malaysia is forecasted to continue fulfilling an important role in the country's overall economic development.

In Malaysia, modest clothing and fashion has become a rather lucrative industry, with many new players coming on board every year. Many pieces of clothing are invented for a functional purpose before they ever become fashionable, but as they become symbolic of a certain kind of lifestyle or aesthetic, certain items become expressive of meaning. More and more people taking the opportunity and advantages to get extra income by becoming a successful business owner using the medium of internet. It has given an advantages for new business owner to able to start their business with low capital or low investment for certain industry due to the usage of online based without having to spend high cost on rental of business unit, marketing and advertisement of the products and services – all business can be done home-based and the target market is larger than before. The benefits of using the internet as a new medium of doing business enable the business to introduce their product worldwide.

The development technology of internet has created unlimited opportunities for e-commerce due to the compelling advantages that offers over conventional bricks and mortar stores such as greater flexibility and market outreach, lower cost structures, broader product line, smoother transaction, convenience and customization (Hou, 2005). A successful business need to have a strong business strategy to be successful in their business.

1.1. Background Of The Study

This case study report provides information obtained through collecting data through an online survey done by us with Monkey Apparels Enterprise. The online survey focus on analyzing the problems faced by the company. In the study will highlight on the major problems faced by Monkey Apparels Enterprise in competing its business and other clothing company competitors through E-Commerce medium. The SWOT Analysis will be use in this case study while offering explanation for observed changes. Furthermore, the report will explain and comments on the solutions and recommendations that would improve Monkey Apparels Enterprise current performance. These observation do have limitation which will be noted.