



اَوْنُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
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## **COMPANY ANALYSIS**

### **SITI KHADIJAH APPAREL SDN BHD**

**TECHNOLOGY**  
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## TABLE OF CONTENTS

<b>LIST OF TABLES</b> .....	iii
<b>LIST OF FIGURES</b> .....	iii
<b>ACKNOWLEDGEMENT</b> .....	ii
<b>EXECUTIVE SUMMARY</b> .....	iv
<b>1.0 INTRODUCTION</b> .....	1
1.1 Background of The Study .....	1
1.2 Purpose of The Case Study .....	2
1.3 Problem Statement .....	3
<b>2.0 COMPANY INFORMATION</b> .....	4
2.1 Background of the company.....	4
2.2 Products and Services.....	6
2.3 Technology.....	7
2.4 Business, Marketing and Operational Strategy.....	8
2.5 Financial Achievements .....	10
<b>3.0 COMPANY ANALYSIS</b> .....	11
3.1 SWOT Analysis .....	11
<b>4.0 FINDINGS AND DISCUSSIONS</b> .....	13
4.1 Business Problem and Solution.....	13
<b>5.0 CONCLUSION</b> .....	15
<b>6.0 RECOMMENDATION AND IMPROVEMENT</b> .....	16
<b>7.0 REFERENCES</b> .....	17
<b>8.0 APPENDIX</b> .....	18

### LIST OF TABLES

Table 2.1 Household Income and Basic Amenities Survey Report 2019, Department of Statistic Malaysia "Appendix A".....	8
Table 3.1 SWOT Analysis .....	11

### LIST OF FIGURES

Figure 2.1 One of Siti Khadijah's Branch at Kelantan .....	5
Figure 2.2 Location of Siti Khadijah's Branch from Google Maps .....	5
Figure 2.3 Varies of Products and Collections Offered by Siti Khadijah.....	6
Figure 2.4 Face Design for Harmoni .....	7
Figure 2.5 Face Design for Classic .....	7

## **EXECUTIVE SUMMARY**

Siti Khadijah Apparel Sdn. Bhd started their business with a determination from their owner Puan Padzilah Enda Sulaiman (“Padzilah”) in helping people to have a comfortable telekung in order for them to complete their prayer comfortably. It is because, she had encountered a situation where she did not fully satisfied with a telekung that she bought due to inefficient design that made her not comfortable wearing it. Therefore, they encourage herself to sewed the telekung herself and up until today, she had managed to have her own brand for telekung which is Siti Khadijah with trademark “Lambang Cinta Abadi”.

Siti Khadijah Apparel had managed to have more than just a telekung in their product range. They also managed to have their own loyal customers. In fact, Siti Khadijah Apparel has developed and grown into a well known telekung brand in Malaysia.

From this case study, I analysed the strength, weaknesses, opportunity and threats of the company through SWOT Analysis as a tool to study their successful. Thus, these alternatives can be practiced by the owner to strengthen their management and overcome their company’s problem.

## **1.0 INTRODUCTION**

### **1.1 Background of The Study**

The Muslim community is very concerned about the deeds of worship. In Islam, it is a sunnah to wear the best clothes possible when performing acts of worship as well as an obligatory to cover the aurah, especially for all women. The women's prayer outfit called 'Telekung' is one of the attires that is commonly worn by Muslim women during their prayer especially is South-East Asia.

It is important for one's being comfortable in their attire for any occasion. For Muslims, being comfortable during their prayer enable them to concentrate in deeds of worship. Telekung however, often come with low quality, uncomfortable, not well fitted and sometimes the user finds it difficult to distinguish which one is the good products because telekung brands are often not clearly stated their products details. Most of the brands produce telekung only because of the high demand from Muslim's people without really care about the design and quality of their products.

The importance of innovative products with strong branding can make it easier for users to spot the product that they are buying. The produced product also must have the required standards and have the ability to solve problems that are faced by users. Hence, there is a need to study a successful produced product that is not just in sales but also in the term of innovation.