



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

NH PRIMA SDN.BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAMME: BACHELOR OF SCIENCE (HONS.) STATISTICS

SEMESTER: 6

PROJECT TITLE: COMPANY ANALYSIS ON NAELOFAR HIJAB

NAME: NORKHAIRUN NISA' BINTI AZMI

MATRIC NUMBER: 2018439334

LECTURER: YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

ACKNOWLEDGEMENT

First and foremost, I am most grateful to Allah S.W.T for His blessings as finally I am able to complete my Case Study for subject Technology Entrepreneurship (ENT600) that has given by my lecturer. In performing this case study, i had to take help and guideline from my lecturer and friends. This task has been done with the helps from everyone even though we are only able to discuss through social media due to the current situation because of the pandemic COVID-19.

Besides that, I would like to express my deep and sincere gratitude to Madam Yusrina Hayati binti Nik Muhammad Naziman, as my lecturer for ENT600 for help, supervising and guidance throughout this project. She always provides guidance and help us whenever I faced any problems in completing this project. Without her guide and supports, I may not able to produce a good outcome from research that have studied. I have studied about Naelofar Hijab which based in Kuala Lumpur.

Finally, I would also like to expand our deepest gratitude to all those who have directly and indirectly guided me in writing this case study. Million thanks I wish to my classmates because they also help me in doing this case study. They always give me ideas and support so that I can improve our case study in many ways.

TABLE OF CONTENTS

| | |
|---|------------|
| ACKNOWLEDGEMENT | i |
| TABLE OF CONTENTS | ii |
| LIST OF FIGURES | iii |
| LIST OF TABLES | iii |
| EXECUTIVE SUMMARY | iv |
| 1.0 INTRODUCTION | 1 |
| 1.1 Background of Study | 1 |
| 1.2 Problem Statement | 1 |
| 1.3 Purpose of Study | 2 |
| 2.0 COMPANY INFORMATION | 3 |
| 2.1 Background | 3 |
| 2.2 Organizational Structure | 4 |
| 2.3 Products/Services | 4 |
| 2.4 Technology | 5 |
| 2.5 Business, marketing, operational strategy | 7 |
| 2.6 Financial achievements | 8 |
| 3.0 COMPANY ANALYSIS | 9 |
| 3.1 SWOT Analysis | 9 |
| 4.0 FINDINGS AND DISCUSSION | 13 |
| 4.1 Findings | 13 |
| 4.2 Discussion | 13 |
| 5.0 CONCLUSION | 14 |
| 6.0 RECOMMENDATION AND IMPROVEMENTS | 15 |
| 7.0 REFERENCES | 16 |

LIST OF FIGURES

| | |
|-----------------------------------|---|
| Figure 2.1 Company product | 5 |
| Figure 2.2 AURA hijab collections | 6 |

LIST OF TABLES

| | |
|--|---|
| Table 2.1 Organizational Structure of Naelofar Hijab | 4 |
|--|---|

EXECUTIVE SUMMARY

This case study project is one of the required assignment for Technology Entrepreneurship (ENT600) aiming for students to learn on how to be an entrepreneur that apply the technology in the business and how the ones's business is managed especially for loca SME company. So, for this purpose, we got the opportunity to research a company of Naelofar Hijab.

Naelofar Hijab have been analysed for this case study. From this study, we are able to learn on analysing, applying knowledge, reasoning and drawing conclusions in order to produce a good company information in the future. In the first part of the project report, it focusing on the general information of the company, which is the background of the company. Information were collected and gathered through the secondary sources. The next part were focusing on the objectives of the case study which is elaborating about the background, organizational structure, products/services, technology, business, marketing, operational study, and financial achievements that provides by Naelofar Hijab.

Besides that, the strength, weaknesses, opportunitied and threats of Naelofar Hijab were analyse by using SWOT analysis. Through the analysis, there are some problems that could be identified in the company. These problems were studied and I found a solution to overcome and to fulfil their needs in SWOT analysis.