



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مِيَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY : CHOBIT BOUTIQUE

TYPE OF BUSINESS : BOUTIQUE

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1.0 EXECUTIVE SUMMARY

Chobit Boutique has been recognized by a certain amount of students in both campus in UiTM Kota Samarahan 1 and 2 and also UNIMAS especially female students. This is due to the location of the boutique is near to the They are selling clothes, various types of scarf, shoes, lipstick and other things. The main problem faced by Chobit Boutique is the competition with other boutiques that is also near to the UiTM and due to this problem, their sales drop and the economic problem such as the price of goods increasing. This problem is closely related to the economic problem. The other competitor likes to make sales and the customer will compare the prices. However, Chobit Boutique will overcome this problem by making sales and investigating the problem solver.

2.0 INTRODUCTION

Entrepreneurship subject that being learn is to pursue students with the knowledge, skill and motivation to encourage students to be entrepreneurial success in a variety of settings. The variety of entrepreneurship subject are offered at all levels of education which is from primary, secondary schools and through university programs that been offered.

Next, entrepreneurship subject is focus on the developement of skills, or attributes that enable the realization of opportunities. The management of this subject is focused on the best way to operate existing hierarchies. Both approaches share the same interest in achieving profit. But in some form which is government or non-profit organizations can take the form of increased services or decreased in cost or increased responsiveness to their customers.

However, to be an entrepreneur, there are several of challenges that have to be face which are as stated below :-

- Financing –
it never be easy when it come to funding a new business especially for the new entrepreneur which they have to thinks of various of things need to pay. For example, rent, water and electricity, stocks, salaries of the workers and other things.
- Give up on another career –
If you are going to start a business and want it to be success, it is going to be tough to simultaneously manage another career. You might be able to manage your business on weeknights and weekend, but if you want a chance of your business growing significantly, you will have to quit on your day job and focus more on your business. Giving full attention to one job will make it more quality.
- Teamwork –
This is especially hard if you never managed or run a team before. Even though, you have management experience before, choosing and picking the right team for a start up is difficult and stressful. It is not enough to find candidates who fill certain roles with only educational qualification, you will also need someone who you comfortable to work with and someone that can give the best cooperation to you.

3.0 COMPANY INFORMATION

Chobit Boutique is a company which has franchise type of business model. So far, there are two branches of Chobit Boutique where the first branch is located in Samariang, Kuching and the second branch is in Desa Ilmu, Kota Samarahan. Both were established in 2014 and 2017 consecutively. Chobit Boutique had chosen a strategic site or place to develop their business as they have rented shops near banks and universities. As specifies by the owner, the rental of the store per branch is RM850 per month.

At Chobit Boutique, each branch has two employees where one will handle the business in the boutique while the other manages things related to social media such as promoting items on Facebook page of Chobit Boutique. For the opening of each branch, the owner or better known as the employer has invested RM10,000 as the capital investment.

This boutique sells a range of basic items such clothes, skirts, various types of scarfs and more. The items sold are basically for women who love the latest fashion. Chobit Boutique provides garments that are in line with the current trend. They sells high quality products with very affordable and reasonable price. Clothing sold in this boutique starts from kids' wear to adult. However, it is more focused on carrier women clothes and teenagers especially university students. The item sold in Chobit Boutique are from different suppliers. Based on the owner, there are more than five main suppliers and one of them is Melati Fashion. As of this date, the estimated gross profit per month by Chobit Boutique is RM5000. However, the loss that Chobit Boutique has ever been through is about RM2000.

The strategies used by this boutique to attract more attention from the customers are making promotions during the festive seasons such as Hari Raya Aidilfitri and Chinese New Year. Also, they will be giving promotion when there is stock clearance or stock take. As mentioned earlier, Chobit Boutique also promotes their boutique through their Facebook page.