



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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CASE STUDY: COMPANY ANALYSIS

MOHD NOOR JAYA ENTERPRISE (MN)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	Acknowledgement	3
2.	Executive Summary	4
3.	Introduction	5
4.	Background Of Company	6
7.	Organizational Structure	7
8	Product/Service	7
9	Business, Marketing, Operational Strategy	8-15
10	Financial Achievement	16
11	SWOT Analysis	17-21
12	Finding & Discussion	22-24
13	Conclusion	25
14	References	26
15	Appendices	27-28
16	Declaration Form	29

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EXECUTIVE SUMMARY

Mohd Noor Jaya Enterprise was established by a married couple came from Cambodia Mr. Mohd Noor Bin Mohd Sulong and his wife Mrs Rohaya Chin Binti Abdullah. They successful to stay in business clothing industry for ten years which selling Baju Melayu, Kurta and Jubah. Located in Bandar Kota Bharu, the Mohd Noor Jaya store was established in the early 2010 in response to emerging trends and the need for a unique clothing with high quality and low price options. They specialize in the production of clothing and what differentiate them with other existing competitors is that not only producing Baju Melayu with different type, Mohd Noor Jaya has Kurta for mans and kids too with many size option. As the one of bigger clothing wholesaler in Pantai Cahaya Bulan area, Mohd Noor Jaya or MN company able to capture a large share of the market. Located in an owned building with a concept of yellow and green based, Mohd Noor Jaya produce clothing product with high quality fabrics that imported from Japan and Korea. Customer can also buying MN product through postage delivery, pick up at the store and Mohd Noor Jaya Enterprise also grow his business using intermediaries such as agent and dropship. MN company aims to offer its products at a competitive price to meet the demand of the low to middle income local market area people. Their company vision is to fulfil their customers need and want to make them loyal to Mohd Noor Jaya collection. In this report, there are a few problems that MN company faced which cause MN brand to lag behind other brands such as lack of talented employees to produce clothes design that follow current trends because company only hiring cheap employees. The next problem is, MN company have a money management issue because of the owner given the permission to agent borrow the stock without paying in advance. Last is lack of customer awareness because of the owner not updated their marketing tools like Facebook page almost seven months that cause low brand awareness. Based on the major problem, there are the best problem solving that suitable for MN company to follow up for stay as one of the biggest clothing wholesaler at Kota Bharu area. The first solution is, the owner should give requirement to the person that want to be his staff at least have two experience in fashion design. Next is owner should have a financial report to report the profits and losses.

INTRODUCTION

Company analysis is a process carried out by investors to evaluate securities, collecting information that related to the company's profile, product and service as well as profitability, the highest and the lowest profit per month. It is important to gain the investor's trust to join shares with your company. It is essential for a company analysis to be comprehensive to obtain strategic insight. Being a thorough evaluation of an organization, the company analysis provides insight to rationalize processes and make revenue potentials better. For example, when we analysis company analysis we can see the problems that they have on their business and give the recommendation for his busines to stay in market and make a high profit. This report contain company analysis of Mohd Noor Jaya enterprise. I do this assignment to review Mohd Noor Jaya business which is the strength of their company's product, the weaknesses of brand that can give option for customer to choose others brand. The opportunity that MN company have and the threats that can make MN company fall in market. On this analysis, we will look in depth the product that being sold, how much the goods are sold, the location of store operates and promotion which will likely contributes positive and negative effects to MN store. We will see where the disadvantages and advantages of MN store operation strategy, the problem and giving them the solution as well.