



اوتورستيتي تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY : GUARDIAN VIVACITY, KUCHING

TYPE OF BUSINESS: PRODUCT AND SERVICE

PREPARED BY

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EXECUTIVE SUMMARY

Guardian Vivacity Megamall, Kuching Malaysia has been recognized by people not only in Malaysia but also people all over the world. This is due to Guardian stores operated in many countries such as Thailand, Hong Kong, Singapore, United States and many more. Guardian sell various types of products for health, beauty and personal care. The purpose of this case is to develop greater understanding of the management or problems faced by Guardian Malaysia as well as finding the solutions to solve the problems.

The problems faced by Guardian in Vivacity Megamall, Kuching are competition, financial, staff, service and management. The major problem faced by Guardian Malaysia is competition from other retailers which produce similar types of products but with different prices. The other retailers such as Facelook Malaysia or Watsons Malaysia set a lower price of the same products compared to prices set by Guardian. As this problem arises, Guardian Malaysia has to take immediate action and lower the price of their products so that Guardian Malaysia can increase their productivity and sales.

During this study, our group had use direct interviewing method to collect data from Guardian Vivacity Megamall, Kuching. Through this method, we are able to gain insight full information regarding the company. We also had a direct conversation with the supervisor herself and we managed to talk about the problems that they are currently facing.

Our group has come up with several solutions that are effective and efficient for the problems faced by Guardian Vivacity Megamall, Kuching which are to avoid working with suppliers that supply overpriced products, replacing their weaknesses to strengths, the manager should insist that staffs engage in professional behaviour in the work environment, increasing the activity that involve top management and lower management as well as empowers their staffs to be more productive.

INTRODUCTION

We, students from AM1104B, were given a task to complete a case study for ENT300 (Fundamentals of Entrepreneurship). We were asked to study one of the companies in Malaysia and we have chosen Guardian at Vivacity Megamall, Kuching, Malaysia as our source of study. We chose Guardian Malaysia as our source of study because Guardian Malaysia is a well-known and largest health, beauty and personal care chain brand in Malaysia. Not only they focus on beauty related products, they also provide services in pharmaceutical to assist customers for health care products.

The purpose of this case study is to identify the strengths, weaknesses, opportunities and threats of Guardian Malaysia. As we know, Guardian is a well-known brand in Malaysia and it is very competitive among other companies that are in the same business area such as Watsons Malaysia, Facelook Malaysia and others. This can be seen as a competition to Guardian as these companies produce the same products and services. When there are too many companies producing the same products and services, it will affect Guardian's performance as the other retailers set different prices for the same product.

We assume that there are no issues faced by Guardian Vivacity Megamall, Kuching, Malaysia because there is no news or rumors about this store. Thus, this business seems to be running smoothly without any problems, challenges and issues. Since Guardian rarely post anything regarding their problems compared to Watson and other stores, this shows that they are facing problems especially in financial. So, we hope that what we have assumed of Guardian Malaysia is not what we think of.

COMPANY INFORMATION

In 1967, Guardian was a mere 200 square feet pharmacy at the Weld in Jalan Raja Chulan catering to the expatriate community. Today we have transformed into the largest Pharmacy, Health and Beauty retail chain in Malaysia; offering goods and services to more than 30 million Malaysian consumers.

Guardian is the largest health, beauty and personal care chain in Malaysia, with more than 400 stores nationwide. The Guardian brand name is widely recognized by Malaysian consumers and trusted for offering quality products at affordable prices. The strong branding, extensive range of health and beauty products and our customer-driven focus approach have enabled us to maintain our position at the top of the market.

Vision

Delivering the best care to our patients with Competence, Commitment & Compassion

Mission

“Where personal service is the most powerful medicine”

Our Mission at Guardian Pharmacy SEFL is to provide optimal pharmaceutical patient care and improve patient outcomes to meet and exceed customer expectations. We, at Guardian Pharmacy, are recognized for quality care, where the patients come first. We will continue to advance the accessibility of pharmacy services through innovative use of personnel and technology.