



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
CASE STUDY

NAME OF COMPANY: PAKAIAN HARI HARI
TYPE OF BUSINESS: PRODUCTS AND SERVICES ORIENTED

PREPARED BY:

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1.1 EXECUTIVE SUMMARY

We interviewed one of the Pusat Pakaian Hari Hari staff, named Miss Porinna who has worked there for 5 years and she is now an assistant of the store. She mentioned that the store has been opened for 6 years and a half.

Pusat Pakaian Hari Hari first owner is called Teoh Tech Wan. He is a fully Chinese man but he's into the practices of Malay culture. She also mentioned that the owner has "a bit of Malay" in him which made him to open up the famous Pusat Pakaian Hari Hari store. It is a good move of him to open up a clothing store that practices Malay culture because Pusat Pakaian Hari Hari has successfully opened 86 branches in Malaysia excluding Sabah. The Headquarter of the store is located at Selangor and they are planning to open up a new store in Bintulu.

Pusat Pakaian Hari Hari is a store that sells various type of products which made them famous in Malaysia. Products like shoes, stockings, bags, school's hijab, Baju Kurung, Baju Melayu and more.

We assume that their mission is to attract customers in all level of age, race and gender. It is a very good concept for them to thrive in the business world especially in Islamic community. Many people likes the design and the uniqueness of the colors because it shows how they are priorities the Islamic concept.

As we all know, every business has its risks and it is hard to solve it if it is a common problems for the ones who are in the same business. Same goes to Pusat Pakaian Hari Hari, they have a lot of advantages and disadvantages when it comes to dealing with the same business oriented product. They deals with competitors, customers' preference, economy and so on. But they do lots of promotion during celebrations like sales, booth and many more. We also gave out our suggestions in dealing with their problems. Problems like the limitation of stock, the shipping issues and technological problems.

2.1 INTRODUCTION

On 18th March 2019, we went to Pusat Pakaian Hari Hari located in Summer Mall. Once arrived there, we met the shop assistant, Miss Porinna ak Ented. She agreed to be our interviewee and ~~we~~ proceed to asking her questions regarding Pusat Pakaian Hari Hari.

We first asked her about Pusat Pakaian Hari Hari background information. According to Miss Porinna, the clothing store was established on 1990 and since we could not find any information regarding the founder online, we have been informed by Miss Porinna that the founder of Pusat Pakaian Hari Hari is ~~Teoh~~ Teck Kuen. The headquarters are located in Seri Kembangan, Selangor.

Pusat Pakaian Hari Hari is recognized as a product and service oriented company. Full working hour for Hari Hari is 10am to 10pm however, for shift work the working hour is from 01:20pm to 06:40pm. The clothing ~~store~~ focuses on selling attires for customers regardless of their age and genders.

As of 2018, Pusat Pakaian Hari Hari has 86 branches nationwide excluding Sabah. However, they has planned to expand their business by adding more branches especially in Sabah. ~~Their~~ latest branch are located in Ipoh, Perak. Pusat Pakaian Hari Hari has opened ~~more~~ branches in Selangor as it is where their headquarters are located.

At Pusat Pakaian Hari Hari, the basic salary for their employees are RM1100. Miss Porinna has mentioned to us that if their employees never skips work or taken any sick leaves for 3 months straight, the employee then will be rewarded with a RM50 cash. Every month, someone from the headquarters will be disguising as a customer to observe their employees and whoever gets a 100 marks will be rewarded with a RM150 cash. During celebrations like Deepavali, ~~Hari~~ Raya and other important celebration days, every employees will get a bonus ~~of~~ RM300.

3.1 COMPANY INFORMATION

The **company background** according to the assistant of Pusat Pakaian Hari Hari, Summer Mall Miss Paurina anak Ented Pusat Pakaian Hari Hari was founded in 1990. The founder of Pusat Pakaian Hari Hari is Teoh Tech Kuen. Nowadays, Pusat Pakaian Hari Hari has 86 branches in Malaysia excluding Sabah. The headquarters is located at Seri Kembangan, Selangor. The main purpose of Pusat Pakaian Hari Hari establishment is to sell affordable trendy cloths and attires for the low and middle income groups. Pusat Pakaian Hari Hari is a product and service oriented type of company. Other than that, full working hour for the company is 10:00a.m until 10:00p.m. However, for shift work the working hour is from 1:20 p.m to 6:40 p.m.

Business model for Pusat Pakaian Hari Hari is to open more branches so that they will get more profit. Other than that, they also can achieve the goals faster. For example, Miss Porinna has told us that they will open a new branch at Bintulu. The manufacturers have to continuously supply their branches with stocks so that they will not have to deal with problem of limited stocks.

To add more about **product and services** of Pusat Pakaian Hari Hari, the product that they sell is clothing attires and their market targets are for all ages and gender. Thus, all customers can buy anything they want. At Pusat Pakaian Hari Hari, we also had a service that reserves the clothing for customer who wants to buy in wholesale. But, the customers need to inform early and pay deposits first.

After that, **operational strategies** that they used are promotion to attract customers. Usually Pusat Pakaian Hari Hari will give discounts for customers during festive days. For example, recently they give discounts 15% off for International Women's Day on 8 until 10 March 2019. For the customers who own a member card, during weekdays they will get a chance to participate in a lucky draw once in a three months' time. Because of that, for the regular customers who always win in the lucky draw will have a high chance of winning again for the next lucky draw. Other than that, last year Pusat Pakaian Hari Hari give the orphans (selected orphanage) special discounts on their products and also free gifts to them.