



UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

BONKS BUNDLE

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EXECUTIVE SUMMARY

The case study of Bonks Bundle Company covers some of the problem statements that need to be analyzed and require improvement. Referring to the case study, the study describes a details background on the Bonks Bundle Company includes the organizational structure of the company, products and services, marketing strategy, operations strategy and the financial management.

Through information by interviews with supervisor and company owners and by observations method, we had analysis the data via SWOT analysis methods. SWOT analysis was created to identify companies' strength, weakness, opportunity, and thread for the improvement process. Finally from the finding, we had come out with recommendation and improvement that require improvement for the future.

1.0 INTRODUCTION

1.1 Background of the Study

This study is focusing and highlighting on the:

- To identify and analyze the potential and problems of marketing and operation strategy

1.2 Problem Statement

i. High Operating Costs

The high operating cost is one of factor that led to low profit. The operating cost that need to be covered by owner stated as below:

- High monthly rental rates of the shop
- The cost of water and electricity bills
- High employee salaries due to over hired staff

ii. Lack of Marketing Strategies

Lack of marketing strategies makes the business passive and not well known. This is due to the several factors below:

- The shop just provide walk in business
- The business information only spread by walk in customer
- Lack of customer due to inefficiency of marketing strategy

iii. The Store's Far Away from the Public Focus Area

Store location is indeed a factor in the number of customers visiting a business as well as profits that can be generated.

- The location of the shop located at suburban area
- Customer difficult to reach the shop

iv. Customer Behavior

Many new fashions will emerge due to fashion trend. Customer tend to update to the latest fashion trend:

- Demand diversity of fashion patterns from customers