



اُنِيُوَسْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY:

SAL SAFIYYA BOUTIQUE

TYPE OF BUSINESS:

FASHION

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE

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INTRODUCTION

A case study is conducted by our group regarding to a company that we have chosen. The case study is to make a research on the development of the company and the strategies that has been implemented by the management of the company to ensure the business running until now even though there are a lot more company that run the same business. Also, the case study is to enable us to share our opinion regarding to the method on solving the problem that has been faced by the company. Besides, the case study also help us to gain information on the strategies that the company have made in order to maintain their reputation. It is very important for us as a student to gain knowledge about business because it can benefit us in the future with such information. Apart from that, by conducting the case study will improve our communication skills and boost our self-confidence.

In order to implement our research study, we conduct a case study to our chosen company which is 'Sal Safiyya'. It is a company that is located near Aiman Mall at Kota Samarahan. The purpose of the case study is to determine the company's strength, weaknesses, opportunities and also their threats. Hence, our group has collected some information on the company such as the company's background, organizational structure, business model, type of product or services that is produced by the company, strategies and also their financial achievement. From the company's information, we can learn more about the process on running a business. Furthermore, there are also some advantages and disadvantages in business industry. Here, we can prepare ourselves to face the business industry in the future.

After collecting some information about the company, we identified that the major problem faced by the company in term of their workers, customers and suppliers. For the workers, there are complaints made by the customer through social media regarding to their behaviour when they serve them in the shop. As for the customer, the problem faced by the company is the customer intend to refund the products that has been bought by them. However, the product that they wanted to refund was damaged. In term of suppliers, the stocks that has been ordered from outside of Malaysia such as Vietnam and Jakarta would stuck at the immigration check which cause the arrival of the stocks delayed.

COMPANY INFORMATION

Sal Safiyya company is a fashion boutique started by Madam Nor Salmizar binti Azmi together with her husband, Mohd Hanif. Their company business background first started as booth and kiosk sales in several shopping centres and large markets such as Cityone, Boulevard, Mydin and Giant in Kuching before opening their first own company at Summer Mall, Kota Samarahan in the year 2015. Madam Nor Salmizar binti Azmi as the Chief Executive Officer (CEO) also mentioned that she and her husband used their own capital when starting their booth and kiosk sales. Moreover, Sal Safiyya's fashion boutique focuses more towards female fashion because women have more purchasing power than men. However, there is only a slight response from the customers which is not a very good sign in terms of profit gain said the owner. Also, the owner said that they have also started online business earlier in the year 2010. Madam Nor Salmizar is very positive about online shopping for the customers because nowadays people enjoy buying online rather than going to the shop itself since online shopping offers more promotion that attracts the customers attention. On October 2018, they have moved to a new location which is located at one of the shop houses near Aiman Mall, Kota Samarahan since their first company opened in the Summer Mall did not get a well response from the customers. Sal Safiyya's is addressed at Block A, L877, S119, Jalan Datuk Mohd Musa (1,017.70km) 94300 Kuching Malaysia. She and her husband felt that their current location was a good choice as they have successfully managed to get a good response from the customers. Thus, she had also mentioned that probably Sal Safiyya's will have another branch opened in Kuching soon.

COMPANY ANALYSIS

	POSITIVE	NEGATIVE
INTERNAL FACTORS	<p>STRENGTHS</p> <ul style="list-style-type: none">- Our clothing is highly affordable.- Variety of designs but with limited stocks to maintain exclusivity.	<p>WEAKNESSES</p> <ul style="list-style-type: none">- Does not cater for male's clothing.- Does not produce plus-sized clothing, only available for women with the size of S, M and L.
EXTERNAL FACTORS	<p>OPPORTUNITIES</p> <ul style="list-style-type: none">- Membership is given for customer.- Whatsapp group is created for the members so they will first know about the arrival of new clothing.- The workers are given the benefits of EPF & SOCSO.- Have side income from renting their boxes to vendors in displaying products in their boutique.	<p>THREATS</p> <ul style="list-style-type: none">- Competing with another boutique called "Hijab Impiana" in the same area.- Difficult to deal with customers complaint on social media regarding their staff behaviour.- Customers wanted to return their products but the product is not in its original condition which causes misunderstandings.