



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA

KIDZ STUDIOS VENTURE

GRAPHIC · PHOTOGRAPHY · PRINTING

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1 INTRODUCTION

Case study has been conducted towards **KIDZ STUDIOS VENTURE SDN BHD**. This company was established on 4th December 2013 and based in Shah Alam, Selangor. The nature of the business is in servicing sector which they provide on graphic design and printing. **KIDZ STUDIOS VENTURE (KSV)** is running through direct selling business models to obtain their income.

The objective of this study on **KIDZ STUDIOS VENTURE (KSV)** is to examine their business problem and provide solution outcome which helps on the company development. The company has good reputation towards their customer as they always delivers on customer needs. The company indeed is taking well of their customers as they believed when customer comes first the outcome will last.

However, there is problem arise that hinders on the company development which is time management. In doing business, taking care of the time is very important in order for the company to grow. The company has problem regarding late goods arrival towards their customer and often receive complains regarding that matters. This problem arise because of the time taken for processing goods prior order received is quite long and somehow could not meet customer expectations.

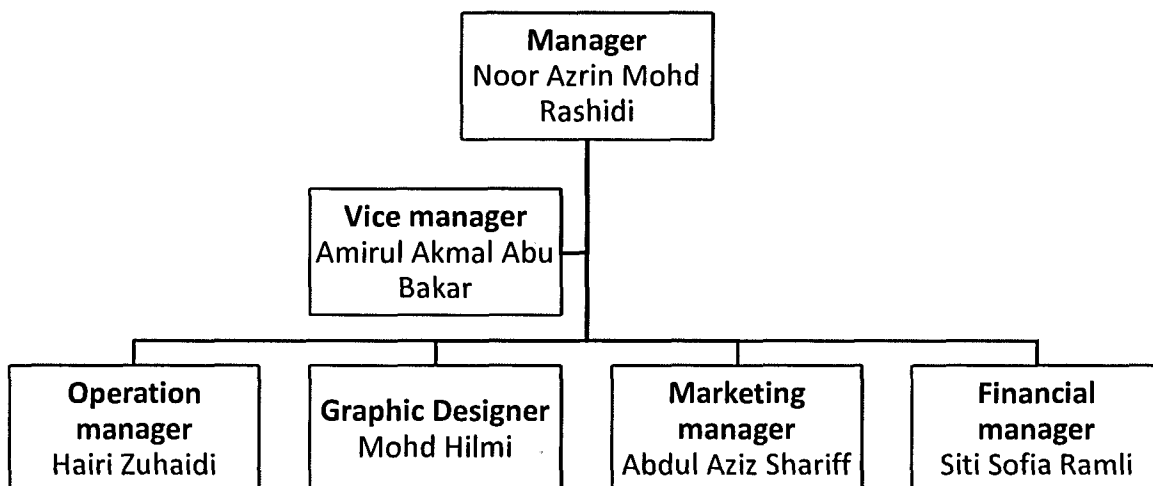
2 COMPANY BACKGROUND

2.1 OVERVIEW OF COMPANY

Kidz Studios Venture is a company established and fully operational accordance to the Registration of Business Act 1965 on 4th December 2013. A company that was founded by a UiTM student, Mr. Noor Azrin bin Mohd. Rashidi in order to provide service and goods of promotional items for the university's residents. The founder of the company is very skillful and had been certified on business and marketing. The company provides services of guidance and training classes as a side business. Along the way, the company also provides photographic services. The service includes videography and editing.

By using the online social sites as a sales medium, the owner with specialty in the field of marketing graphic design would venture the company towards advertisement and printings. The vision for the company to grow and compete with international level company in the future.

2.2 ORGANIZATIONAL STRUCTURE



2.3 PRODUCTS/ SERVICES

The company involve in multi-purpose services and provides varies types of goods. The list below are the products or services provided by the company.

Business codes	Business category
18120	Service Activities Related To Printing
74102	Services Of Graphic Designers
96099	Other Service Activities N.E.C.
46411	Wholesale Of Yarn And Fabrics
46413	Wholesale Of Clothing
46414	Wholesale Of Clothing Accessories
46417	Wholesale Of Haberdashery
46419	Wholesale Of Textiles, Clothing N.E.C.
47820	Retail Sale Of Textiles, Clothing And Footwear Via Stalls Or Markets Or Boutique
14101	Manufacture Of Specific Wearing Apparel
14102	Manufacture Of Clothing
14103	Custom Tailoring
14109	Manufacture Of Other Clothing Accessories
95292	Repair And Alteration Of Clothing
74200	Photographic Activities
85494	Computer Training
93119	Organization And Operation Of Outdoor Or Indoor Sports Events
58201	Business And Other Applications
47912	Retail Sale Of Any Kind Of Product Over The Internet