



اَوْنِبُوْ رَسِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَبَارَا

UNIVERSITI TEKNOLOGI MARA

CASE STUDY :

EMPAYAR BATIK EXCLUSIVE

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1.0 EXECUTIVE SUMMARY

The executive summary of this case study will be summarized about the company that I chose. The company that I chose for this case study is Empayar Batik Exclusive which is located at Bazar Tok Guru, Kota Bharu, Kelantan. It is a fully owned local company that is managed by a male entrepreneur named Mohamad Zul Fahmim bin Mohd Daros. His company has been in the business industry for quite a long time which is 7 years. This shows that his company is a strong company in Kota Bharu as it is still firmly operating till today. The company sells not only 'batik', but also other products such as *baju kurung*, caftans, *telekung* cloth and many more. The information that I managed to get about this company is from his younger brother, named Mohamad Zul Fikri bin Mohd Daros.

2.0 ENTREPRENEUR'S PROFILE



DETAILS	
Name	Mohamad Zul Fahmim bin Mohd Daros
Date of Birth	31 August 1995
Age	26
Marital Status	Single
Address	Lot 305, Kampung Wakaf Mek Zainab, 15300, Kota Bharu, Kelantan

Education Background	Diploma in Business Studies at Politeknik Kota Bharu
Siblings	5 (En. Zul Fahmim is the eldest)
Position in Company	Owner
Mom's Occupation	Businesswoman
Dad's Occupation	Businessman

3.0 COMPANY'S PROFILE

Empayar Batik Exclusive is the official name of a well-known '*batik*' store in Kelantan. This company is a fully owned local company under Mohamad Zul Fahmim Bin Mohd Daros' management. It is located at Bazar Tok Guru, Kota Bharu, Kelantan. It is exactly in the middle of the Kota Bharu city which is the best place for a company to be at. The location will bring more opportunity to the company to gain more customers.

The name of this company which is Empayar Batik Exclusive was created as the entrepreneur himself wants to expand the empire of the '*batik*' all over Malaysia that are all exclusive and high-quality product. It is a pride of himself as a Kelantanese to bring up the '*batik*' all over the Malaysia including to the other countries.

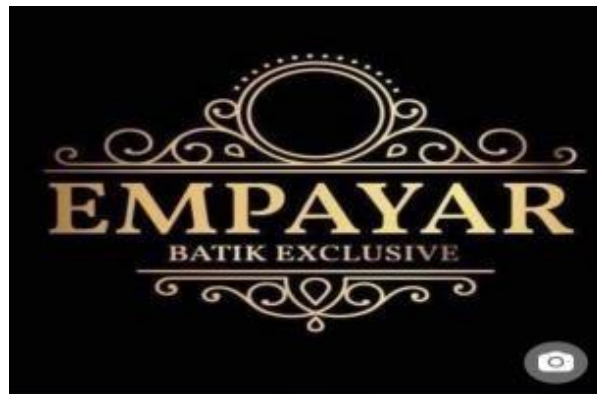
This company sells variety of '*batik*' with lots of patterns and the '*batik*' themselves have different types of fabrics that based on nowadays' trend. Not only the company sells '*batik*', it also sell other products such as *baju kurung*, caftans, *telekung* cloth and many more.

Empire Batik Exclusive was established on 2nd October 2015. It has becoming a well-known '*batik*' company in Kelantan as the company has been in the industry for quite a long time which is 7 years. Mohamad Zul Fahmim, the owner of this company has thrived his business by opening another 2 stores of Empayar Batik Exclusive at Bazar Tok Guru, Kota Bharu, Kelantan. Their yearly sale of the company is reasonably high which is RM2.4 million.

Their target is quite flexible as many people want to wear '*batik*' for special occasion, work, and any other purposes. Before this, this company target was aiming to young people. But now, the target has been changed to old people as they have becoming interested of '*batik*' because they need to wear for work. Many civil servants need to wear '*batik*' on their certain working day because it is the rule for a government company.

This company does have social medias to promote their products such as Instagram, Facebook and Shopee. The most used social media is Facebook, which they do a live session on night time to promote their products. By doing this kind of promoting, they will gain customers' trusts. On the other hand, the also use Shopee which is an application to gain more customers because Shopee application can offer vouchers or any other advantages such as free shipping, cashback and so on to the customers. Based on the screenshots below, it shows that the company does have many followers on their social medias. Some of the customers also commented that they love shopping with the company as the company sells good quality products with affordable prices.

Empayar Batik Exclusive's Logo



Empayar Batik Exclusive's Location

