



اَوْنُوْرُ سِيْتِي تِي كُونُوْ لُوْرِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 530 – PRINCIPLES ENTREPRENEURSHIP

WRITTEN REPORT ON CASE STUDY

**“ THE ABOO’S BARBERSHOP ”**

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## **INTRODUCTION**

### **BACKGROUND OF THE STUDY :**

- To provide context to the information discussed through the observation and interviews
- To include both important and relevant studies
- To discuss the problem statement and research questions, sharing ideas and comment

### **PURPOSE OF THE STUDY :**

- To come out with relevant information
- To identify the key issues of the case (e.g persons, business, organization, in detail)
- To analyse the case using the relevant theoretical concept
- To recommend a course of action for that particular case (particularly for problem solving)
- To get the information about the Aboo's barber Shop.

### **BUSINESS PROBLEM :**

- Difficult to find and hire a barber that have a good knowledge and skill
- Not qualified to submit a SME loan because did not fulfill the requirements that needed
- Competition by barber shop in that area which is around 12 competitors. The most competitor is a Joe's Barber that located at Wangsa Maju.
- Unsatisfied customer who did not like with the service or stylish that been provided
- Facing a situation that barbershop before are not well manage and have to closed.

## **COMPANY INFORMATION**

### **Background**

The Aboo's Barbershop has been set up in year 2016. Their first barbershop was located in Kampung Bharu which only lasted for nine months. In Jan 2017, due to problems they had to face in Kampung Bharu, they've decided to establish a new shop at Lorong Perak, Taman Melawati. Their second barbershop was a success until they manage to set up a new shop. By May 2018, they already had a fully renovation shop that has been located in Lorong Sarawak, Taman Melawati.

The Aboo's Barbershop was formed with an agreement by all partners. This business is formed under the partnership scheme based on the Partnership Act 1961 (Revised 1974). Their business has been run by three partnerships members and five employees with different education background and experience. The investor will contribute RM 90,000.00 as a capital for the purpose of furthering their business objectives. Therefore, The Aboo's already have a total of capital contribution of RM 90,000 and a RM 0.00 loan from any banks. This capital has been used for fully renovation of their third barbershop that includes leasehold improvements, design and equipment of the shop.

The Aboo's is an upscale old-world gentleman's barber shop that offers today's progressive gentlemen a heaven where their customers can sit back, relax and experience the "World Class" art of grooming and services in a gentleman's club atmosphere, which is masculine and therapeutic. The Aboo's has been keeping the legend of the traditional barbershop and combining the hipster experience since in their first shop which located in Kampung Bharu.

The Aboo's is aimed at an exclusive market and a discerning customer base, and will add tremendous value to the community while offering a combination of "World Class Services" that not currently being offered by any competitor in the greater Melawati area. They intend to be profitable by increasing their client base through becoming a highly sought after destination. Their goal, beyond becoming a profitable business, is becoming a trusted destination whereby the clients in their community can come to refresh their minds and bodies, replenish their energies, and network with their colleagues and friends.

#### 4. Sales Promotion

- 1<sup>st</sup> customer - Normal price
- 2<sup>nd</sup> customer - RM10 (Normal haircut and style)
- 3<sup>rd</sup> customer - Free (Normal haircut and style)



#### Operation Hour

DAY	TIME
Monday – Sunday	12.00 p.m. – 12.00 a.m.