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UNIVERSITI  
TEKNOLOGI  
MARA

ENT300

(FUNDAMENTAL OF ENTREPRENEURSHIP)

CASE STUDY

**SAMASA GARMENT**

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## 1.0 EXECUTIVE SUMMARY

I have chosen Samasa Garment Company for the case study. This company is known as a company or business that sells and produces batik fabric that nowadays has become a new trend in fashion. In these times, batik fabric is not only used for special occasions but also for daily wear. Next, the owner's name is Che Mazru Suhaidi bin Che Mat. He is one of the family members of an old company which is known as Samasa Batek Sdn. Bhd. Samasa Garment is a new generation company that was built based on the old company, Samasa Batek Sdn. Bhd. The boutique of this company, Samasa Garment is located in Kota Bharu, Kelantan.

Unfortunately, currently, the pandemic Covid-19 is widespread, and all people cannot across the region. For this reason, I can only communicate with the owner through media social and virtually such as WhatsApp, call and video call. In order to make sure I got all the information about the company background, entrepreneur profile and also the owner's characteristic or entrepreneurial competencies, I can only ask the owner, Encik Mazru through social media or calls from time to time. In addition, for entrepreneurial competencies I also give my own opinion, which depends on what I know and what I have also seen through all the feedback from customers from Samasa Garment's social media. Indeed, from my own observation and explanation from the owner, his characteristic or entrepreneurial competencies are seeing and acts on opportunities, concern for high quality of work, persuasion, systematic planning and lastly, self-confidence. I also asked the owner for observation and analysis of that SWOT or strengths, weaknesses, opportunities, and threats based on Samasa Garment company.

SWOT ANALYSIS	EXAMPLE
Strengths	<ul style="list-style-type: none"><li>• Great design.</li><li>• Products are environment friendly.</li><li>• Affordable and reasonable price.</li></ul>
Weaknesses	<ul style="list-style-type: none"><li>• The idea can be easily imitated.</li><li>• Limited production.</li><li>• The traditional production process usually takes longer time.</li></ul>

Opportunities	<ul style="list-style-type: none"> <li>• Batik become known abroad and worldwide.</li> <li>• A tourist attraction.</li> <li>• Broad product market.</li> </ul>
Threats	<ul style="list-style-type: none"> <li>• Nordin Batik Sdn. Bhd.</li> <li>• Batik Desa Murni.</li> <li>• Noor Arfa Batik.</li> </ul>

## 2.0 ENTREPRENEUR PROFILE



(Che Mazru Suhaidi, the owner and his wife)

Owner's Name	Che Mazru Suhaidi bin Che Mat
Owner's Age	39 years old
Race	Malay
Religion	Islam

Occupation	Businessman
Owner Wife's Name	Suhailee binti Abdul Rahim
Owner Daughter's Name	Che Nur Nawal binti Che Mazru Suhaidi
Secondary School	Sekolah Menengah Teknik Pengkalan Chepa
Diploma	Diploma in Engineering at University of Technology Malaysia (UTM)
Degree	Bachelor's Degrees in Engineering at University of Technology Malaysia (UTM)
Course	Institut Keusahawanan Negara (INSKEN) MeCD.

## 2.1 COMPANY PROFILE

Samasa Garment was established since 2014. The place of origin of this company, Samasa Garment is Kota Bharu, Kelantan. This company was actually a company that was built as a new generation of an old company which was known as Samasa Batek Sdn. Bhd. The old company or Samasa Batek Sdn Bhd was established or built in 1972. The owner of Samasa Garment is named Che Mazru Suhaidi bin Che Mat. The company's name, Samasa Garment was born or inspired by the name of the owner's family company which is "Samasa". While, for the "Garment" it means clothes or "batik" that symbolizes a business of Samasa Garment that was conducted. In the early stages of Samasa Garment Company, the business was only operated or run at the owner's house within a few years. In addition, in that period, the owner's, Encik Mazru only focused on online sales since they run the business at home.

After a few years, they finally have their own boutique that is located at Lot 2878, Tingkat Atas, Kota Kubang Labu, 16250 Wakaf Bharu, Kelantan. Besides, the boutique has a great strategic location. For the time being, Samasa Garment have five staff at the boutique. While they have 24 staff that work at the factory. Besides, Samasa