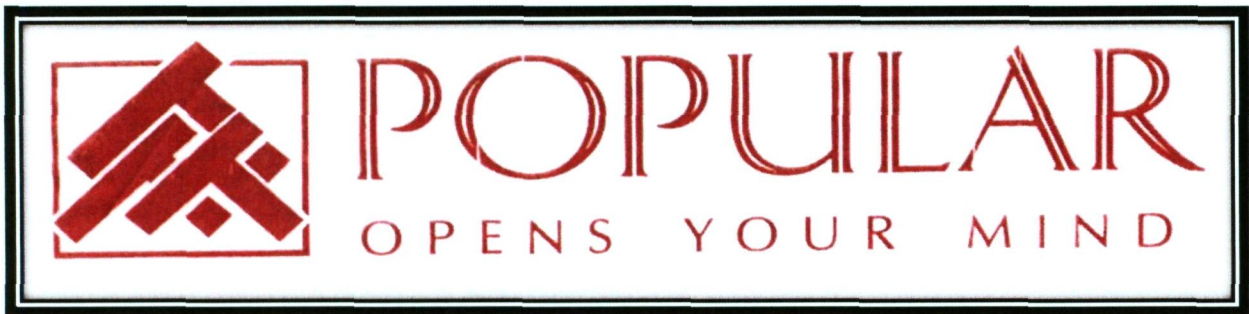




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COMPANY ANALYSIS

POPULAR BOOKSTORE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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PROGRAMME : AS2034S1

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We would also like to give our deepest gratitude to all those who have either directly or indirectly guide us in completing this assignment. Our classmates and friends gave many valuable comments and suggestion that ultimately provide an inspiration for us to write and improve our assignment.

Executive Summary

This case study was designed to examine problems that contain a real or hypothetical situation that also includes the difficulties POPULAR bookstore might encounter over the years.

The finding draws attention to the fact that problems in POPULAR bookstore show some major and minor problem. Firstly the major problem for POPULAR bookstore is that less books are being sold nationwide compared to what it have sold in the past. Next, in this day and age, there are less reading habits in people as reading is not really promoted to be a constant habitual behavior. Also, POPULAR bookstore faces huge competition from other companies in terms of products, membership card and many others. Further observation shows that selections of new releases at POPULAR bookstore are limited as it primarily focuses on well-known publishers instead of local ones. Lastly, a decline in the sale of books is due to customers preferring an e-book rather than a physical one.

In conclusion, this case study will be evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfy the new consumer trend.

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1.0 INTRODUCTION

This case study is done to analyze POPULAR bookstore in Malaysia in terms of its operation, strategy and sale. This case study will analyze the problems faced by POPULAR bookstore and recommend the best alternatives for them to apply in their stores. This study will be evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfy the new consumer demand. There are some problems POPULAR bookstore encountered during conducting their business. The problem was addressed from the process, technology and product. It has been assumed that the problems comes from lack of new releases of books, the existence of electronic books (E-Books) and how the new generation are not being promoted to read.