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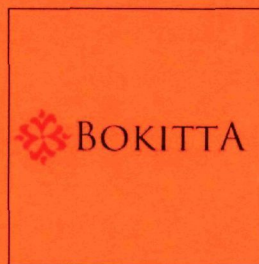
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BACHELOR OF FACULTY BUSINESS MANAGEMENT (HONS') HUMAN  
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CASE STUDY : BOKITTA HIJAB, KOTA DAMANSARA BRANCH, SELANGOR.

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## TABLE OF CONTENT

DESCRIPTION	NO.
<b>I ACKNOWLEDGEMENT.....</b>	<b>I</b>
<b>II EXECUTIVE SUMMARY.....</b>	<b>II</b>
<b>1.0 INTRODUCTION</b>	
1.1 Background of Study.....	1
1.2 Problem Statement.....	
1.3 Purpose of Study.....	2
<b>2.0 COMPANY BACKGROUND.....</b>	
2.1 Background of Bokitta Hijab.....	3
2.2 Organizational Structure of Bokitta Hijab.....	4
2.3 Products / Services of Bokitta Hijab.....	5
2.4 Business, Marketing, Operational Strategy Bokitta Hijab.....	8
2.5 Financial Achievement.....	9
<b>3.0 COMPANY ANALYSIS.....</b>	
3.1 Business Model Canvas (BMC) of Bokitta Hijab.....	10
3.2 SWOT Analysis" Bokitta Hijab".....	15
<b>4.0 FINDINGS AND DISCUSSIONS.....</b>	
4.1 Findings and Discussions 1.....	17
4.2 Findings and Discussion 2.....	18
4.3 Findings and Discussion 3.....	19
<b>5.0 CONCLUSION.....</b>	<b>20</b>
<b>6.0 RECOMMENDATION AND IMPROVEMENT.....</b>	<b>21</b>
<b>7.0 REFERENCES.....</b>	<b>22</b>
<b>8.0 APPENDIX.....</b>	<b>23</b>

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## EXECUTIVE SUMMARY

Bokitta Hijab is branch business located at No 29-2, Jalan PJU 5/20E, The Strand, Kota Damansara, 47810, Petaling Jaya, Selangor. This business focus on a bumiputera business to provide the best service to its customers in the field of fashion. Bokitta Hijab is now getting better with the new design and types of fabric for scarf. The owner need to think wisely and give more attentions which is from a small problem to the big one in order to be prepared for the incoming challenge.

Based on our observation to their business, Bokitta Hijab is having problem to sustain their customer to be loyal to their product when having parking lot for customer. This difficulties are contributing this business will lost their customer. Therefore, Bokitta Hijab should have space to provide parking for customer.

Other issue that we discovered is problem with the design issued from Bokitta Hijab. For solution, Bokitta Hijab can according to the desired design by customers of different ages with reasonable prizes.

Other than that, Bokitta Hijab give their workers training to develop skill communication for easier them to entertain and speak well with customer. This is important, to makes them understand our cultural so that customer will be a loyal customer to their business.

Last but not least, the business promotion is the most important that the Bokitta Hijab to provide because to grab customer attention to come and get opportunities to expand their business as well.

## **1.0 INTRODUCTION**

### **1.1 Background of the study.**

Significant scope for growth is expected out of Malaysia's fashion. The demand for fashion is expected to grow the years, since consumer are interested on product that are had to be sought in the market. What leads to an increased demand for scarf design is the elevation of interest that sparked in our community. With the consideration of low price fashion in the current trending market, changing dietary habits shifting towards a beauty and style nation and also rapid growth of exposure of various types of fashions, this options is growing masses in our culture that causes the rises and of consumerism in the fashion industry, However, today consumer and customer have more choice and thus more rationality in term how and why the product or service would, should or could benefit to them.

### **1.2 Problem statement**

From studying this syllabus, we can examine the problems faced by each business. Therefore, we can apply every case that we learn. By studying case studies, we have used BMC to identify customers, suppliers, profit sources, marketing ways and means of operation. With that, we can find out the strengths, weaknesses, opportunities and rivals faced by each company by investing in SWOT.

Most businesses face problems from technology and marketing. We take the example of an overseas business. They use technology to market their products, such as the use of sophisticated equipment and the lack of human labor.