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UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

## **CASE STUDY: COMPANY ANALYSIS ABRIL DE ARIES**

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## **INTRODUCTION**

### **Background Of the Study**

A case study involves an up-close, in-depth, and detailed examination of a particular case or cases, within a real-world context. Case studies are used to help you see how the complexities of real-life influence decisions. The term case study refers to both a method of analysis and a specific research design for examining a problem. Analysing a case study requires you to practice applying your knowledge and your thinking skills in a real situation.

Based on our assignment, we must do an interview session with the owner of the business to know all the information about her company. All information includes the history of her businesses, the productivity, the inflow of income, and Strength, Weakness, Opportunities, and Threat (SWOT) Analysis. We must do a report based on all the information given by the owner. The report must follow the requirement needed in the guideline.

### **Purpose Of the Study**

The purpose of a case study is to describe an individual situation (case), as example, a person, business, an organisation, or institution, in detail. Based on our assignment, we must collect all the information requested above, the details of the problem about the company that we have chosen which is Abril De Aries.

Next, identify the key issues of the case. In this case study, we are required to identify the major problem of the business, what are the disadvantages and the weakness of her company. What are the things that affected her company badly?

Besides, case study is the process of analyse the case using relevant theoretical concepts. For example, in this case study, we are using the SWOT analysis to describe her business Strength, Weakness, Opportunities and Threat. We must recognize all those SWOT in her business to make a good report.

Finally, recommend a course of action for that particular cases. After we define the problem and weakness of the company, we must come up with the best suggestion for the problem stated before to improve the business. What are the solutions that can be implemented to the company in order to improve their business? We will provide the best solution for her company to be better in future.

## **COMPANY INFORMATION**

### **Background**

Owner of Abril De Aries is Miss Nurul Asyiqin Binti Mohd Samsir. She is a 21 years old girl who lives in Johor Bahru. She owned a business and it operated at her house at 74, Jalan Bukit Impian 10, Taman Impian Emas, 81300 Skudai, Johor. She is also a second-year full-time degree student in Universiti Utara Malaysia (UUM) and took International Business Management. She started her business officially on 18th August 2020.

### **Organizational Structure**

Miss Asyiqin is the owner of the business and since she handled the business at her house, in other word she does not have an official workplace. During our interview session on 13th April 2021, she mentioned that she handled her business with help from her family. Her parents and her siblings. So basically, she does not have any formal organizational structure. But she herself is the owner of the business and handled almost everything from the product to the financing part.

### **Products/Services**

The products that Abril De Aries offered have five and. First is dyed clothing. Second, mariposa shirt. Third product is a tote-bag (die-tie & embroidery) and then she also provides a gift box. All the items that she offered are in pre-order terms. All the products usually take about 1 to 2 weeks, and it depends. Sometimes it can be faster or slower than the estimated time. The gift box is the newest addition in her products. Also, the customer can custom design on the product they want, such as the mariposa shirt and the tote bag. The common design that customers have been asked for the mariposa shirt is to add the name on top of the “Butterfly”. While for the tote bag, the customers usually choose their favourite character in Anime or any cartoons or their favourite person to be the design on top of the tote bag. There are few types of lining design that can be chosen. Such as, one line art and black and white design for the tote bag.

## **Business marketing techniques**

There are a lot of marketing techniques in doing businesses to become successful including promoting via social media, keep promoting the end result of the products and keep adding new changes into your business products by giving an evaluation to current products thus reform or renew the products. Abril De Aries keeps promoting their products in social media such as Instagram (@abrildearies) and even in Tiktok Apps (@abrildearies). Social media is a good platform for businesses either small businesses or even large businesses because the founder can increase their customer engagement even worldwide. Any social media will benefit the business founder even though it will take longer to get customer's trust.

Besides, Abril De Aries uses the TikTok platform to promote their businesses. Founder of Abril De Aries says that there are Tiktok hacks to promote at the best time where people spend much time on Tiktok. Although, there are advantages to promoting their products in Tiktok Apps as TikTok has a larger customer engagement where more people tend to know the products. By using Tiktok, she keeps posting videos on the process of making her business products with creative editing thus it will make people on TikTok more attracted to her business.

Other than that, Abril De Aries also uses Instagram as their main platform to promote the products. Whenever followers from Tiktok get attracted to see their videos, they will automatically search for business Instagram (@abrildearies) thus increasing followers on Instagram. In Instagram there are proper photos of the product and details, contact links to order and feedback from regular customers. On Instagram, she also keeps promoting her business product by stating the product details and price.

Lastly, before people find interest in Abril De Aries, they must see the result of their products whether it is useful or how it looks when using their products. Abril De Aries has various products including tie-dye clothes. Founder of Abril De Aries keeps posting on social media about her customers' feedback and they really like the products as it is beautiful to whoever wearing the tie-dye clothes. Every business must make sure that their customers are giving positive feedback after using their products and therefore it is important to post customer's feedback on social media to build other people's trust before buying.