



CASE STUDY: COMPANY ANALYSIS

FLEURISHBABY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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NAME :

NABIHA BINTI ALI REDZA	2020840498
NADIA BINTI ALI REDZA	2020840502
WAN AMELIA SYAHIRAH BINTI ANUAR	2020620652
HANIS HAZIRAH BINTI MOHAMED HANAPI	2020483864
RASYIDAH BINTI MOHAMAD	2020844224

LECTURER : MADAM SITI ZAITUN BINTI SADDAM

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EXECUTIVE SUMMARY

The case study is focused on the ability of a small business, Fleurishbaby to sustain the business as it will affect their company cash flow and economy growth as the demand on bouquets will be lower. The strength of small businesses depends on how business owner strategized to perform her duties to save the company. During the Covid-19 pandemic, all small business owner struggling to survive in the industry where the business is in. Further analysing the business' opportunities and threats.

There are several problems that occurred in the Fleurishbaby Business, but this case study is about selling the products that is not an essential based product. Meaning that the product will less likely be on demand on daily but on certain occasions. Focusing on identify one major problem and solutions to help the business owner in facing the industry reality. The findings of case study are based on the online interview that have been carried out with the business owner to get the facts about her small business.

Therefore, the case study for Fleurishbaby business is to measure the sustainability of the business owner in facing the problem and the capability to survive within this pandemic and challenges. This case study summarises the impact towards small businesses and ways on supporting small and medium-sized enterprises in Malaysia.

1. INTRODUCTION

The subject for this case study assignment is the Principles of Entrepreneurship (ENT530). It is a subject that is compulsory to be taken by most of the students. The purpose of this assignment is to analyse a business according to the SWOT analysis. We need to do an interview with a small business to further understand and analyse the real situation rather than a made-up situation. Other than that, we must give our recommendations and solutions for the business to tackle their problems. By doing this assignment, students get to realize how the business truly works and understand how to solve problems that being faced by all companies. Other than that, we need to do a SWOT analysis to helps us to see the business strengths, weakness, opportunity and threats in terms of finding their based problems and help minimize the risks to be occurs in future. This will help give basic knowledge to students in building their empire business in future.