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UNIVERSITI
TEKNOLOGI
MARA



BONIA CORPORATION BERHAD

CASE STUDY

BONIA CORPORATION BERHAD

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| NAMA | : LAILATUL AIDA BINTI NAZRI |
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1.0 EXECUTIVE SUMMARY

BONIA Corporation Berhad through its subsidiaries engages in designing, promoting and marketing apparels. They also offers a comprehensive variety of leather items for men and women including handbags, bags, footwear and accessories. The business also does interior design, product design, and research and development. BONIA Corporation Berhad, like many other well-known companies in the fashion sector, has improved its marketing methods and customer relationship management in order to win over customers versus competition.

Despite its strong brand names and influence in the global marketplace, BONIA Corporations Berhad continues to face challenges. As a result, the primary goal of this case study is to assess the company's background, analysis, and problem in light of all options that the management has provided. Several important problems have been discovered in SWOT analysis as a result of the research and analysis based on the firm, including a rise in the price of leather products and an increase in staff turnover rate, both of which contribute to the business's vulnerability.

2.0 ENTREPRENEUR PROFILE

2.1 ENTREPRENEUR BACKGROUND



Mr. Chiang Sang Sem created BONIA Corporation Berhad in 1974, when he began the firm by designing, manufacturing, and distributing leather goods in Singapore. In 1977, he went to a Leather Trade Fair in Bologna, Italy, where he saw artwork by a 16th century sculptor named Giambologna, which encouraged him to register BONIA as his brand name.

On June 16, 1994, Chiang Sang Sem was appointed to the Board of Directors as the Company's Executive Chairman. He was re-designated as the Founder, Group CEO, and Group Executive Director of BONIA Corporation Berhad on September 1, 2018, after relinquishing his role as Group Executive Chairman and Chief Executive Officer. Following that, Chiang Sang Sem stepped down as Group CEO and was re-designated as the Company's founder and Group Executive Chairman, effective January 1, 2020.

He has been involved in the leather industry for 45 years. He is a professional in all facets of the leatherwear industry, with extensive knowledge, abilities, and experience. He is in charge of the Group's overall business growth as well as the formulation of its strategies, plans, and policies. He travels across

Europe and Asia on a regular basis to keep up with the newest fashion trends and emerging technologies in the leatherwear and fashion accessory sectors.

2.2 Background Business



BONIA inaugurated its first official boutique in Singapore in 1981, followed by the first in Malaysia in 1988. The business has evolved from a bag-making company to a very successful Malaysian fashion label and is now the market leader in the leather fashion business. BONIA made a huge impression in the years 2000, 2003, 2005, and 2007 when it expanded its growth markets of Malaysia and Singapore to a few other Asian countries.

BONIA designs are influenced by Italian design, and each piece is expertly crafted from the highest quality materials by skilled artisans. BONIA has formed a strategic commercial collaboration with Studio Palletteria Alessandra of Italy, an Italian designer. In addition, as part of the brand's expansion, BONIA expands into Thailand in 2003.

BONIA has also developed two more in-house brands, SEMBONIA and CARLO RINO, to broaden their target audiences by giving a premium and accessible pricing. When BONIA acquires the permission to sell renowned worldwide brands such as Pierre Cardin, Santa Barbara Polo & Racquet Club,