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UNIVERSITI
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MARA



CASE STUDY: COMPANY ANALYSIS
TRIXIE BEAUTY

PRINCIPLE OF ENTREPRENEURSHIP (ENT530): CASE STUDY
BA242 4A

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INTRODUCTION

The purpose of this assignment is to analyze a business according to the SWOT analysis. We need to know about the business by interviewing someone who has a small business that has SSM certificate to further understand the real situation in the business. SWOT analyses help us to see the business by their strengths in the business, weaknesses, opportunities, and threats that were face in the business. We also need to give our recommendation and solution for the business. By doing this assignment, we get to realize how the business truly works and understand how we can manage the problem that we might face.

EXECUTIVE SUMMARY

This case study is about Trixie Beauty which a business that are selling various kind of The Ordinary products, Korea skincare and more face product. There is many information that we get from the interview with their founder which is Ms. Faten. From the interview, we get to know about their company background, organization structure, marketing, strategy for their business, problem that they face, strength and financial.

Trixie Beauty is a small business of online retailer which provide an authentic skincare product from Australia, Canada, United Kingdom, and South Korea. They sell the goods in affordable price in Malaysia market. The strength of Trixie Beauty is they do not face any debt regarding to their business.

The main problem that Trixie Beauty faced is time management. Ms. Faten and her friend is full time student, so they do not have more time to spend in their business. For this solution, I recommend them to do timetable to decide how many hours they need to spend in their business. Time management is important for online business because they need time to do packaging and shipping the product.

This case study about to measure sustainability of the business owner in facing the problem. It also shows us the important of SWOT analysis to analyze small business and it will be important to us if we want to start a business in the future.