



FEQA STUDIO

CASE STUDY: COMPANY ANALYSIS

PRINCIPLE OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

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PROJECT TITLE: CASE STUDY

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ACKNOWLEDGEMENT

First of all, we would like to thank God for allowing us to complete our assigned case study report by Miss Rohayu, our ENT530 lecturer. This project was completed with efforts by all group members.

Also, we would like to express our gratitude to our lecturer, Madam Rohayu Hasanordin, for guiding us with our project and assisting us to make sure we understand the task at hand and what we need to know and learn to deliver a quality work.

Finally, we would like to express our gratitude to Miss Afeqa Dahan for her cooperation in helping us attain what was needed for us to complete this task. Our efforts may never be enough as there are always new things to learn from and we hope that with everything that we have learned so far during the process of this case study, the information and skill gained will be of use to us in the future.

EXECUTIVE SUMMARY

Feqa Studio is a small business founded by Miss Afeqa Dahan in January 2021 as a beginning of a new start. Miss Afeqa adores art and is rather skillful in fashion which is how she was inspired to start the business. Due to the pandemic, cut of budget and lack of transportation, she had to quit her job at Hilman.co and to find other ways to survive. She has been fond of influencing people with her fashion and she turned her account into a gift box service which not only helped her survive the pandemic but also manage to make the business successful and possible for it to be her main income. She made it her mission to spread happiness using her artistic service and to bring a smile to others faces with surprise.

1. INTRODUCTION

1.1 Background Of The Study

Feqa Studio is an art service that recently changed its services to surprise boxes for any events. This business is categorised as an event planner. They sell surprise services in the form of a gift box. The gifted packages are customised according to the customers' references. These surprise packages will be sent directly to the receiver's address. The price is ranged according to what the customer wants to include as a gift.

1.2 Purpose Of The Study

This study is conducted to learn how the business is made from scratch and to utilise the potential so the business could expand. This study would help understand more on how online businesses work and find ways to make this business more successful.