



## CASE STUDY: COMPANY ANALYSIS



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

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## TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
<b>EXECUTIVE SUMMARY</b>	vi
<b>1. INTRODUCTION</b>	
1.1    Background Of The Study	
1.2    Purpose Of The Study	
<b>2. COMPANY INFORMATION</b>	
2.1    Background	
2.1.1    Overview Profile	
2.1.2    Background Profile	
2.1.3    Folklore	
2.1.4    Mission	
2.2    Organizational Structure	
2.3    Products/Services	
2.4    Business, marketing, operational strategy	
2.4.1    Marketing Strategy	
2.4.1    Operational Strategy	
2.5    Financial achievements	
2.5.1    Early Business Performance	
2.5.2    During Pandemic Performance	
2.5.3    Overall Business Performance	
2.5.4    Business Insights	

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## **EXECUTIVE SUMMARY**

Gift box by *Sokiyu* is a business that offers products to customers who want to surprise others without going out to the market. *Sokiyu* was established from 2015 until now and chose Shopee application as their strategic platform to start the business and promote the products on Instagram and twitter. Based on observation, the price of the gift box offered is affordable for the customer. The company's vision is to build *Sokiyu* as a clothing brand and her mission is to provide the best quality items in gift boxes and share the sustenance with other people.

This case study will include company information, marketing strategy, operational strategy, company analysis which is strength, weakness, opportunities and threats. From the study, we manage to identify the problems and create solutions and they believe the most important financial success will be achieved by offering high-quality products and excellent customer services.

## **1.0 INTRODUCTION**

### **1.1 Background Of The Study**

Principle of Entrepreneurship (ENT 530) is one of elective subjects that need to be taken by UiTM students who continue their study in Bachelor level. Entrepreneurship education seeks to equip students with the understanding skills and encouragement needed to succeed as entrepreneurs in a variety of situations.

Students learn how to identify some problem that the business faced by the owner and student are required to provide the best solutions to overcome the problem.

Students will learn entrepreneurship skills from the experience in this case study based on the interview session. This is the greatest change to help students in business for their future.

### **1.2 Purpose Of The Study**

The purpose of study is to define entrepreneurship of how the business started and how to maintain the business in terms of marketing strategy, achievement, financial, quality product and service.

In this case study is important for students to know what kind of skills and techniques students need to be possessed to be an entrepreneur.

Lastly, case study also can help students to identify the problem that the business faces based on SWOT analysis which is strength, weakness, opportunities and threats.

## 2.0 COMPANY INFORMATION

### 2.1 BACKGROUND

#### 2.11 OVERVIEW PROFILE

*Sokiyu* was founded in 2015 by Amal Husna, she first started her business when she was in high school where she participated in a school event by selling socks. After selling socks, she also sells blouse that made by herself. *Sokiyu* is not only sells socks and blouse, they also sell mask extender and gifts box. Due to the slow moving stock that does not sell within a specified period, which has a low rate because of the current trends, she only sticks to sell the surprise gifts boxes until now.

In our crazy, chaotic and hectic realities we live in during MCO, it's common that we forget to say thank you to our loved ones, or even find the time to shop for a small gratitude gift. Which is why *Sokiyu* made it easy for people to give a gift without going out. With a range of themed Gift Boxes to suit everyone and for any occasion in mind. From that, she knows what people want. In other words, she wants to fulfil people's demands.

#### 2.12 BACKGROUND PROFILE

*Sokiyu* was founded by Amal Husna. In the year 2015, during high school, the 16 year old entrepreneur began selling socks where she participated in school events. During MCO due to covid-19 pandemic, *Sokiyu* started to sell mask extenders and gift boxes. Until now, she only sells them through online platforms.

#### 2.13 FOLKLORE

*Sokiyu* was rebranded from their first brand "*socque*", which means socks in French. During that time, the company had only one type of product, selling socks only. However, the founder finds it hard for people to pronounce. Therefore changing it to *Sokiyu*, derived from the sentence "so cute", which refers to all the items they were selling.

#### 2.14 SOKIYU'S MISSION

To fulfil people's demands by following the current trends.