

FACULTY OF BUSINESS MANAGEMENT

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PROJECT TITLE:

**CASE STUDY:
COMPANY
ANALYSIS**

MEDINA YASMIN

SEMESTER: 4

**LECTURER'S NAME: MADAM RAHAYU BINTI
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ENT530

**PRINCIPLES OF
ENTREPRENEURSHIP
GROUP: ENT530X**



ACKNOWLEDGEMENT

To start, we like to thank Allah s.w.t., the most Gracious, the most Merciful for giving us the blessing to have the prospect on completing this report. This report is a part of group assignment given by our lecturer, Madam Rahayu bt Hasanordin, assigned to us to accomplish several objectives of entrepreneurship, ENT530.

The purpose of this assignment is to expose students to real life application of entrepreneurship and journey of the business. Hence, the method to achieve the purpose of this assignment is through interviews done by students to an owner of a business. We have prepared 41 questions to the business owner and thankfully with the help and cooperation, we managed to gain the information we need for this assignment. In this report, we have selected the most suitable question for the appendices.

We also like to thank our lecturer for giving us knowledge in the class, insights of entrepreneurship, her sharings that is related to entrepreneurship and assistance on how we should create our report.

All in all, we have done our best to achieve our objectives in this subject and hopefully it will benefit us in the long run.

Table of Contents

01

**Executive
Summary**

02

**Company
Information**

Background

Organizational structure

Products

Business marketing

03

Company Analysis
SWOT Analysis

04

**Finding &
Discussion**

05

Conclusions

06

Appendices

1. EXECUTIVE SUMMARY

This slide is about pointing out the process, issues, and ventures of an entrepreneur who experienced life of a business which is done by finding an existing business and perform an interview regarding the entrepreneurship journey. From it, detailed company information are displayed within, including SWOT analysis that are done on the business.

Discussions and solutions on how to improve the business and resolve issues are prepared to simulate the steps required for the business to grow and sustain.

This will help beginners to learn on how to be an entrepreneurs based on the experiences of an existing ones.

2. COMPANY INFORMATION

Company Background

Medina Yasmin is an enterprise business owned by Yarisuni binti Muhammad. This business was founded in September 2014. Medina Yasmin sells womenswear such as blouses, dresses, skirts and also scarves and it is located in a small town which is Cukai, Kemaman, Terengganu. This business has been registered under SSM with code 201803165368 (CA0275979-H) and currently operated by the owner of the business.

Just like every company and business out there, Medina Yasmin has its own vision and mission. The vision is to be a very successful company and the mission is to provide quality products for women especially Muslims which can help them to cover their aurah perfectly.

Since Medina Yasmin sells womenswear, hence the target market of this business must be the women. Medina Yasmin sells products not just for the adults but also for the kids which are the kid's scarves with variety patterns and design.