



UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY BUSINESS MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**ASSIGNMENT CASE STUDY:  
BRAND UNIQLO by Tadashi Yanai**

<b>NO.</b>	<b>NAME</b>	<b>STUDENT ID</b>
1	SITI NUR HASMA HANI BINTI IZANI	2019223372

**CLASS:  
D1BA1184C**

**PREPARED FOR:  
PUAN NUR HAZELEN BINTI MAT RUSOK**

## **TABLE OF CONTENTS**

<b>CONTENTS</b>	<b>PAGES</b>
<b>COVER PAGE</b>	<b>1</b>
<b>TABLE OF CONTENTS</b>	<b>2</b>
<b>EXECUTIVE SUMMARY</b>	<b>3&amp;4</b>
<b>INTRODUCTION</b>	<b>5,6,7</b>
<b>ENTREPRENEUR PROFILE</b>	<b>8&amp;9</b>
<b>ENTREPRENEURIAL COMPETENCIES</b>	<b>10</b>
<b>SWOTT ANALYSIS</b>	<b>11&amp;12</b>

## **EXECUTIVE SUMMARY**

Ogori Shōji was founded in March 1949 in Ube, Yamaguchi based company A Yamaguchi. In May 1984, a unisex casual wear store called "Exclusive Clothing Warehouse" opened in Fukuro-machi, Naka-ku, Hiroshima. The brand was going to be registered as a shortened contraction of "unique clothing" for the first during administration work in Hong Kong for registering the brand. The brand name was born in 1988 when the charge of registration misread the "C" as "Q," and Tadashi Yanai changed the store name to "Uniqlo" in 1989 in Japan. The name of the company was changed from "Ogori Shōji" to "Fast Retailing" in September 1991 and by April 1994, there were over 100 Uniqlo stores operating across Japan.

Uniqlo could be a Japanese fashion complete that has pan-global quality. Uniqlo that could be owned subsidiary of quick marketing Co. Ltd, could be a specialist in casual vesture although Uniqlo could be a huge complete of cheap vesture in Asia the complete is nevertheless to choose up in different elements of the planet although they need established their presence there. Uniqlo was 1st established in Japan within the 1940's as a men's casual vesture complete. It had been throughout the eighties that it started growing into an enormous complete in Japan and the company captive into women's wear and different classes of vesture.

Brand Uniqlo is also the world's fourth largest fashion retailer, and it has had major presence in the Asian market. I might think all people in this world knew this brand and some people already bought it. Some people might make Uniqlo as their favourite clothing brand and because of the intense competition in the fashion industry, Uniqlo always improve their quality from day to day. Uniqlo has been quick to adapt to foreign cultures without diluting its Japanese values and the company has been popular for the quirky styling and

innovative designs in casual wear. As of the year, 2018 Uniqlo has a chain of 13000 stores spread across 20 countries in Europe, Asia Pacific, and America.

# INTRODUCTION

## ENTREPRENEUR PROFILE

UNIQLO is a garb organization, which become at the start based in Yamaguchi, Japan in 1949 as a textile's manufacturer. Now it is miles a worldwide emblem with over a thousand shops across the international. Redefining garb, with a focal point on great and textiles which has been unaverred since company's origins in 1949. Tadashi Yanai is a Japanese billionaire businessman, the founder and president of Fast Retailing, the figure organization of Uniqlo. As of April 2021, he become the richest man or woman in Japan, with an envisioned internet well worth of US\$42.zero billion & thirty fourth wealthiest man or woman withinside the World in step with Bloomberg Billionaires Index.

Yanai become born in Ube, Yamaguchi in February 1949. He attended Ube High School and later Waseda University, graduating in 1971 with a bachelor's diploma in Economics and Political Science. Yanai started his profession promoting kitchenware and men's garb at a JUSCO grocery store in 1971. He left JUSCO after a year and went to paintings for his father's roadside tailor shop. Yanai opened his first Uniqlo shop in Hiroshima in 1984 and modified the call of his father's organization Ogori Shoji to Fast Retailing in 1991. He has stated: "I would possibly appearance successful, however I have made many mistakes. People take their disasters too seriously. You need to have a great mindset and agree with that you may be triumphant the following time.