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**SNEX
IAMFAMOUS**

CASE STUDY : COMPANY ANALYSIS
SNEX BY IAMFAMOUS

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EXECUTIVE SUMMARY

The overview of this case study is that we are able to see the real life situation where we see the existence problem that needs to be solved. The business that we took as our case study is Snex by I Am Famous. They sell snacks that they have discovered throughout this new norm. Their shop is located at Kompleks PKNS Shah Alam and has 9 years of experience and will keep on going on. While studying for a case study, we had identified a few problems in the business process.

Based on the observations made, we found this company provides classic snacks for all ages. It has a slight difference from other competitors that produce mostly chocolate in a jar which is not affordable to a certain group of people. Snex by I Am Famous does face its own business challenges. The problem of Snex IamFamous is that it is still new in the market and needs recognition from the public.

In conclusion, if I Am Famous company wants the challenges they face resolved, they need to review the small problems that make their business in one place less prosperous and need to be resolved quickly. We can say that I Am Famous can outperform other snack brands in Malaysia. We learn how to solve all challenges without impediments or excuses by executing these case studies. We will become more independent and successful entrepreneurs as a result of what we learned from the case study.

1.0 COMPANY INFORMATION

1.1 BACKGROUND

The logo for 'I Am Famous' features the word 'famous' in a large, bold, black sans-serif font. Above the 'i' in 'famous', the lowercase letters 'iam' are written in a smaller, black, lowercase sans-serif font.The logo for 'Snex I Am Famous' features the word 'SNEX' in a large, bold, blue, uppercase sans-serif font. Below it, the words 'IAMFAMOUS' are written in a smaller, blue, uppercase sans-serif font.

Snex I Am famous is a sub-brand from its main brand, I Am Famous. Founded by entrepreneur Mohamed Fahmy bin Abdul Manan, I Am Famous launched in June 2012, to provide a good selection of products for men emphasizing in creating and selling shirts and accessories that are high in quality but affordable for the mass market. Although the company mainly promotes batik shirts and baju melayu as their main product, it also has sub-brands such as The Black Soap, a men's hygiene soap and the Snex I Am Famous, a family snack.

On 1st of April 2016, the founder decided to launch a main branch at Kompleks PKNS Shah Alam. With a good demand from customers, they were offered another space in the same building by the building management, PKNS Real Estate Sdn. Bhd. A month later, a second outlet was opened in July 2016 at Tempat Orang Lokal project (TOL). Occasionally, they will open booths mainly at main attractions such as I-City, Shah Alam and Aeon Mall, Shah Alam.

Apart from physical stores, IAmFamous also has an online store on its own website, www.iamfamous.my and also on Facebook and Instagram. Even though it has its main Facebook page and IG store, this sub-brand has their own platforms too on respective social media. Snex I Am Famous have agents and dropships to sell the item besides sell at the premises.

1.2 ORGANIZATIONAL STRUCTURE

The organizational structure for Snex I Am Famous is a bit different from its main brand. It consists of groups of stockists, agents and dropships. The organizational structure of Snex I Am Famous is as given below.

