



CASE STUDY: COMPANY ANALYSIS

KEJORA PESHOP

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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We are proud to say the Fundamentals of Entrepreneurship (ENT530) has given us a useful guideline and opportunity to make a small business and take a glimpse on what the real entrepreneur world is. We hope that we can practice it from now so that it will be easy for us in the future.

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EXECUTIVE SUMMARY

During the most difficult and chaotic time for businesses to operate, this amazing young lady with the same age with us which is 21 years old is still standing strong on her two feet running a rare business that most people won't even dare to venture, especially nowadays. Her name is Farah Adibah binti Ahmad Zaifuddin and she runs a pet store as her main source of income. Located at Lot 3072A, Kejora Petshop, Kampung Paya Jaras Hulu, Jalan Haji Karim, 47000 Sungai Buloh, Selangor. Her store offers a variety of services. From selling premium quality pet food for fish, birds and cats to providing pet needs like medication, toys, enclosures, health and even beauty aids.

Although her store gravitates towards more on the rural area animals such as unique breeds of roosters and birds. She still can manage to make it as the main focal point of her business later. This case study will discover on how she expands this business and the challenges that she had to face before and during this mass pandemic that has brought a lot of threats to her business. This is a small fragment of her journey on the road of becoming of a soon successful businesswoman.



Figure 1: Front view of the Kejora Petshop physical store

1. INTRODUCTION

1.1 Background of The Study

Entrepreneur is defined as an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. They typically create a business plan, hire labour, acquire resources and financing and provide management for the business. This shows that they know how the business industry work and the language of economy. As complex as it sounds, some people just managed to go through the barriers and make it work. In order to start a business, we need to prove the fundamental theories and concepts of entrepreneurship that we learn in the classroom with real life situations.

Therefore, the intention for this case study is to investigate the layout of the master plan from a real successful business revenue. In this study, we will learn about the entrepreneur and their business through a personal interview and fact checks. A SWOT analysis which is strength, weakness, opportunity and the last one is threat method will be used by asking the related questions so that we can identify the problems that the owners went through and how they overcome it. This is a standard method for us to use to analyse this types of business. It is very helpful for students to understand more the challenges and finding out the right solutions by applying the problem solving skills in the real world.