



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY : SUPRA LOGISTICS SDN BHD

TYPE OF BUSINESS : LOGISTICS AND FORWARDING AGENTS

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF CIVIL ENGINEERING (EC110)

GROUP : EC110 4D

PROJECT TITLE : CASE STUDY

GROUP MEMBERS :

1. ALVIS ANAK AUGUSTINE (2017219322)
2. AUSTIN EMBAS AMAN (2017207488)
3. BRAD MARX ANAK THOMSON (2017252982)
4. CLARENCE ANAK NUBUN (2017224088)
5. NOR ARIF BIN SAHARUDDIN (2017253166)
6. SEBASTIAN ISAAC ANAK KULING (2017207178)

PREPARED FOR

MADAM SITI MARDINAH

SUBMISSION DATE

29.03.2019

## **EXECUTIVE SUMMARY**

The case study conducted is important to obtain the company's information, company's statistics and to identify any major problems at the same time coming up with an alternative solutions. The method used for this case study is face-to-face interview with the admin director. The company that we interviewed is called Supra Logistics Sdn. Bhd. located at Jalan Penrissen, Kuching. This company offers delivery services and act as a forwarding agent. It started as a small delivery service company then later became business partners with bigger company.

Based on the information we collected, there are several strengths and weaknesses that effect the company's performance monthly. We have come up with a few opinions and solutions to help this company to have a stable profit. The strength of this company is they are known for their fast delivery and consumers are usually satisfied with their services. Thus, this company is facing difficulties because there are limited number of trucks that this company own. Furthermore, this company is currently collaborating with Shopee and MyTv. However, they are competition between this company and ABX because they are both under Shopee.

## INTRODUCTION

Studying entrepreneurship is to provide the student with the knowledge, skill in term of communication, motivation and development of self esteem to encourage entrepreneurial achievement in variety off setting. This entrepreneurship education is available and offered at all level of schooling and work by opportunity.

Entrepreneurship education focuses on the development of skill or attributes that enable the realization to opportunity .where management education is focuses on the best way to operate existing hierarchies. Both approaches share an interest in achieving "Profit" in some form.

However, there always be obstacle and challenges that must be facing and to overcome in exchange to achieve some goal. These are couple of problem that entrepreneur have to overcome;

- **Cash flow management**

Cash flow is essential to small business survival, yet many entrepreneurs struggle to pay the bills while they're waiting for check to arrive. Part of the problem stems from delayed invoicing, which is common in the entrepreneurial world. Example: when you perform a job, send an invoice and hopefully get paid a few days later. In the meantime, you have to pay everything from your employees or contractor to your mortgage to your grocery.

- **Marketing strategy**

Many young entrepreneurs don't know the best way to market their product, service and to maximize the return on investment with efficient, targeted marketing that gets results.

- **Team building**

This is especially hard if you've never run or managed a team before, but even if you have management experience, picking the right team for a startup is stressful and difficult. It's not enough to find candidates who fill certain roles. You also need to consider their cost to business, their culture fit and how they'll work as part of your overall team .such consideration are exceptionally hard when you're under the pressure of filling that position as soon as possible.

- **Decision making**

This is the most stressful challenge on this list. New entrepreneur are force to make hundreds of decisions a day, from big, company impacting decisions, to tiny , hour-affecting ones. Decision fatigue is a real phenomenon and most new entrepreneur will experience it if they aren't prepared for the new level of stress

## Company information

### ● Background

'SUPRA LOGISTICS SDN. BHD.' was established in 28 September 2017. This company head office is located at 1<sup>st</sup> Floor S/L 25, Lot 705, block 233, KNLD 6 half Mile, Jalan Penrissen, 93200, Kuching, Sarawak. These companies also have two other branches which located at Miri Sarawak and Kota Kinabalu Sabah. This company provides a service as a logistics and forwarding agent as the resource for their profit.

### ● Organizational Structure

The founder of this company is Liany Jiko's brother. He started this company with his friend and share the profit as the partnership. In this company, there are two share holder. They are Liany Jiko and Patricia Jiko and each of them has 50% as the share holder in this company. This company have 6 worker, 4 attendant and 1 office assistant. This company also have a contract with MyTV project, Shopee and gain profit as a delivery of good for client such as from airport to post office.

### ● Business model

For Supra Logistics Sdn Bhd, we had detected that they using several kinds of business model such as direct transport, forwarding agent and logistic.

"Direct transport" business requires minimal involvement of assistant employee in their service. For example the customer want to move to their new house and ask Supra Logistics company to carry their things. The customer just need to deal with the director and make an agreement about the service and how much the customer need to pay for the service. An advantage of this model, it will be a lower cost for the company and the company can get fast many/ cash money from the customer.

"Forwarding Agent" business requires more assistant or employee in their service. This is because it usually involve a big contract with customer or other company or business partner. For example, they have a contract with the government about MyTV project. They also have a contract with Shopee and South Pacific Communication. This model business need the company to arrange a meeting to make an agreement about their contract and discuss about the advantages to accept the contract. An advantages of this model the company can get a big cash and a big profit and make the business become more success.

- **Business Marketing**

A small company can use a number of business strategies, depending on the situations. For example, new companies may face different challenges than other companies that are more established. Therefore, the business strategies the implement may be different from those of key competitor.

Supra Logistics are using their own strategies to make sure their business can be proceed very well or in other words their business can be success, For example, they using the social media such as Facebook to promote their company service and to make the people around the company area know about the company. After that, they move slowly and smoothly and make contract with their business partner or from their friends. They also like to cooperate with other company and make a win win deal. Finally,they try their best to make sure the customer satisfied with their service so that the customer will recommend this company to their friends.