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UNIVERSITI  
TEKNOLOGI  
MARA

**ENT300  
FUNDAMENTALS OF ENTREPRENEURSHIP**

**CASE STUDY REPORT**



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## **1. EXECUTIVE SUMMARY**

The rise of the Internet in the last decade has brought about a new form of business that has revolutionized the way in which the companies of today operate. There are many possible explanations for the rise of this form of business in society, and all of these explanations are debatable. The rise of digital information and information technology has created a powerful tool that mutually enables consumers and companies to bring about the transformation of traditional capitalism. Some of the technology that people all around the world have is smartphone and accessories.

This report is prepared as one the requirements for this subject, Fundamentals of Entrepreneurship (ENT300). This report will be focusing on the chosen company background and two factors on Personal Entrepreneurial Competencies (PECs) must be included.

SUPER GADGET is the one I choose for this report . SUPER GADGET is a Malaysia-based company that offering electronic devices accessories . SUPER GADGET makes and invests in casing, bags, earphones, shoes, fitness bands, and many other products services.

All the information about this company will be elaborate more of the key characteristics.

The two biggest characteristic sees and acts on opportunities and problem solving.

## **2.0 Business Description**

Founder of SUPER GADGET is Lei Jun Kiat

SUPER GADGET was founded on June 6, 2010 .

Located in Teluk Intan (HR) ,Manjung and Ipoh

SUPER GADGET name was create by the owner because the owner was a big fan of childhood superheroes *SUPERMAN*. The owner take idea of the superhero name and combine with gadget according to his company that sell phone accessories and gadget.

### **2.1 SUPER GADGET Business Performance**

SUPER GADGET was founded in 2010, launching its first shop later that year and releasing its first branch in 2011. In just a few years, SUPER GADGET had grown and launch their others branch. And now in 2020 the company have three branches include in manjung and ipoh. SUPER GADGET stores encompass about average 5000 square feet per store, providing a comfortable and wholesome family shopping experience. They serves more than 10 000 million customer yearly. All store are managed directly with large amount of retailer and branch owner. In each store they offer a wide selection of more than 50 types of product at affordable price. Their mission is to maintain wide variety, good quality, and value for money.

However, sales plummeted in march 2020 due to pandemic, and the shop fell in the rankings. Many in the gadget store assumed that SUPER GADGET would collapse entirely. The company face many managing problem as the MCO tightened immediately. Accessing the capital they need to stay afloat, keeping their supply lines open, making sure their employee can work remotely and balancing increased family demand. Indeed for many business including SUPER GADGET the internet remains a lifeline helping them to stay afloat during the pandemic. At the same time a number of large technology companies like facebook and google are creating new ways for small business to connect with their customer. Same as what had be done by SUPER GADGET. In August 2020 the sale of the company Is going better.