



اَبُو سَيِّدِي تَيْكُو لَو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (300)**

**CASE STUDY**

**VERN'S**

**PRODUCT ORIENTED**

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**FACULTY AND PROGRAMME: FACULTY OF ADMINISTRATIVE SCIENCE  
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## 1.0 EXECUTIVE SUMMARY

Vern's outlet is one of the shoe stores that can be found in Malaysia. However, one of the Vern's outlet can be find in The Summer Mall of Kota Samarahan. As the Kota Samarahan can be called as a district area, the developer of The Summer Mall, Tetap Majumas Sdn Bhd has create a big shopping complex for the people in the Kota Samarahan. Other than the people who lived in the Kota Samarahan, we would like to grab the attention of the people to go for a shop at the Vern's outlet.

There are three problems that we can encountered in the Vern's outlet. First problem is the lack of customer. As the Vern's outlet is near to the UiTM and UNIMAS, we always received students as the customer of our company where they can give us some profits during their study time. The second problem is the shortage of workers. Usually there are some of the workers who worked for a short period of time before they resigned. This will eventually make us hard to find a new employee for the company. Lastly, the problem of Vern's outlet is the customers' behaviour. Sometimes, the customer always creates some problem such as changing the shoes, complaining and quarrel with our employees. This will also make our customers to do some business with us.

In conclusion, it is very important for the Vern's outlet to expand their company to the worldwide fashion. By doing so, the Vern's outlet needs to overcome the problem arise in order to achieve the goals.

## 2.0 INTRODUCTION

According to the Wikipedia, the definition of entrepreneurship is the step of designing, launching and running a new business for the society. It is usually start from a small business to the big business as if we gain more profit and customers. The most important thing when create a business is entrepreneur must know how to handle and solve the problem that arise. The people who create a business is called as entrepreneur.

According to Schumpeter (1883-1950), the entrepreneur is someone who present the 'new combination' like introducing new products or processes and identify or find sources of supply or create a new type of organization. An entrepreneur must have knowledge and skills because if an entrepreneur has a good skill and a lot of knowledge, it will give them the ideas and resolution to solve the problems. An entrepreneur will become a good entrepreneur if he or she can manage a company.

Actually, the education of entrepreneurship is the best way to the students because they will know how to make a business and also know about business. Through that, it will give the awareness to them about business and teach them how to become a good entrepreneur in various types of business that they like. It is the one way to become a good entrepreneur.

However, to become a good entrepreneur, there are many challenges that will face for examples:

1. Financial problem –

This is the one of the challenges to become an entrepreneur. Financial is an important thing to open a business. Without money, we cannot make a business and we must find a good way for example we can borrow a loan from bank. Actually, it is difficult to start a business so that we need to strive and word hard. To become a good entrepreneur, we also must have many ideas to handle the income.

2. Unprofessional employees –

Unprofessional employees also can make a business is down. It is because they do not have enough knowledge and skills to handle the business. So that, an entrepreneur must find the resolution to solve that problems. If an entrepreneur does not know how to handle the employees, it will give the big impact. Before that, an entrepreneur must find a qualified employee and have a good in business. If they have no skills, it will ruin the business.

### **3.0 COMPANY INFORMATION**

Back in 2005, Vern's Holding Sdn Bhd has been established in the country, Malaysia. It is a Malaysian product oriented. According to the Vern's website, Vern's Holding Sdn Bhd has expanded their business all over in Malaysia with 70 outlets nationwide, especially in the major shopping malls. According to the website also, it stated that Vern's has successfully undertaking in manufacturing, licensing and retail business within Malaysia. The company sell a lot of fashionable footwears and handbags for the ladies especially.

After seven years in the business world, Vern's Holding Sdn Bhd has more than 500 employees that work under them in term of administration, management and many more. Before this, Vern's Holding Sdn Bhd opened only 20 outlets after the establishment of the company. However, according to the Goldsoft.com, Goldsoft ERMS helped the Vern's Malaysia Holding Sdn Bhd by adding 50 more outlets. This will eventually help Vern's Holding Sdn Bhd expanded their outlets which will gain more profits and more customer will have the attention to buy the product from Vern's.

#### **Mission of Vern's**

Create and provide stylish yet comfortable fashion essentials for everyone.

#### **Vision of Vern's**

1. Develop Vern's as a reputable fashion essentials label internationally.
2. Contribute to the community's quality of life and happiness.

In the Kota Samarahan, Sarawak, Vern's is located at one of the stores in The Summer Mall building. It is one of the major shopping malls in the Kota Samarahan. Eventually, it is not far from the UiTM Samarahan, where it become one of the main destinations of the UiTM university students to go when they are having free time or holidays. Vern's has been in The Summer Mall since the shopping mall being introduced to the people of Kota Samarahan and Kuching. The supervisor of Vern's, Mr. Helen told us that many students of the UiTM did come to the outlet to buy shoes and handbags for themselves.

In addition, the supervisor of Vern's, Mr Helen said that, one of the major reasons of why Vern's become one of the outlets which sales footwear market is the quality in producing, designing and excellent shoe making. From this, Vern's can produce any styles that suit the trend of women footwear each year. Besides, Vern's has to meet the demand and