



CASE STUDY: COMPANY ANALYSIS



KROSHETUNA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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Executive Summary

Kroshetuna is a sole proprietor business owned and founded by Nur Atina Zainal Binti Zainalabidin. The business is based in Negeri Sembilan which is a home-based business. The founder of this business is a graduate of International College of Music (ICOM) with a Degree in Foundation in Music and she is currently a full-time student taking her second degree majoring in Psychology. As of now, she is the only one who is managing the business.

Kroshetuna is a small business in the category of fashion where they sell hand-made crochet products that varies from bucket hats to a cardigan. Miss Atina highlighted that Kroshetuna produces their products with fun and love. The name Kroshetuna is a combination of two items. Firstly, she includes the actual pronunciation of crochet which is “kroshe” and her being a big fan of sashimi specifically Tuna sashimi, she uses the name of the sashimi. Hence, that is how she came out with the name Kroshetuna for her business.

These days, crochet is currently rising in trends and Kroshetuna took the advantage of the minor competition business and started with understanding how crochet works and that is how the inspiration to start a business occur to her. The business offers a custom-made product for their customers and produce the products according to the customer’s preference. In the near future, they are considering in bringing in new product categories such as knitting kit and sets.

Kroshetuna is only operating on social media platform which is Instagram. It is the only one and sole way of the business to engage with their customers and clients. This is due to the limitations of being a full-time student that she is not able to give full attention towards the business. The business can only experience growth if they face the existing problems such as lack of manpower. The restrictions are visible since the product is hand-made and it requires full attention per one product. Another constraint is the lack of product knowledge within the community that is faced by the business. However, there are a few alternatives that are proposed such as hiring a worker, limiting the number of orders and using another social media platform to spread product knowledge in a community.

1.0 Introduction

1.1 Background of the Study

The courses that are taken by students for this case study is Principles of Entrepreneurships. Students that are currently pursuing their degree in Bachelor of accounting are required to take this course as one the subject during their studies. Principles of Entrepreneurships introduce the student about entrepreneurship worlds. This course provided the students with knowledge about the important things in entrepreneurships. As an example, how to attract customers, how to understand the market demands, how to find any business opportunities. Other than that, this course teaches you in depth on how entrepreneur generate plan and execute ideas and strategy for the business. The main purpose of this study is to teach and exposes its students about the business and how to apply in real situations in the future.

In completing this assignment, the students are required to interview any small medium entrepreneur to understand the problems that they are facing and make the findings about relevant, useful and possible solutions that can be suggested to the entrepreneur so that it can increase their business performance in the future. In this assignment, students are exposed to the way the entrepreneur operates their business and how it is involved with the marketing and financial activities. Our group decided to take Kroshetuna as our case study business that is related to the fashion business. This is to identify the business problem and solutions so that it can increase the business performance. The company named Kroshetuna is a company that sells specialized and custom-made crochet clothing for the customers such as bucket hats, cardigan and so on. Our group decided to interview this question because this company has its own uniqueness in the product that they are currently selling. The crochet cloth has a very cute design and the prices are reasonable and affordable to everyone.

In completing the assignment, the student understands more on the theory of entrepreneurship in generating any new ideas or solution in the future. Other than that, students also will have the basic knowledge in creating new business or can know the working start up in the corporate studies. The important base of the entrepreneurships is on the value creation of an idea, how to identify the businesses opportunities and how to add any creative and innovative

elements in business and ways to use the resources provided efficiently. By completing these case studies, the students will also have the knowledge on how to solve problems.

1.2 Purpose of the Study

Students that are currently pursuing their degree on Bachelor of accounting are required to take Principle of Entrepreneurship as one the subject during their studies. One of the assessments for this subject is to write a case study based on the company that is interviewed to analyze and identify its problem and to come out with a solution for the problem so that the company can have a better performance in the future. The purposes of this case study are to help the student to get the understanding in entrepreneurship and on how to identify market strategies that are used by business to make sure that their product is accepted by target customer. This case study provides or demonstrate the students in how the business products and services are utilized in the real world. This case studies show the ways that the business use to convey the target customer about the benefits of their product. Other than that, this case study also has its purposes for the business that are chosen which is Kroshetuna on the problems and how to solve its problem to make sure that the company has a better performance in the future.

Through this case study, the students that take this course, which is Principles of Entrepreneurship, get the understanding and learn on how to deal with different types of problems that may arise in the business and on how to solve the problem. Other than that, students also get a lot of information about the company on how to run and sustain a business for a long time period. Students also learned that to become a successful entrepreneur, they must think creatively, innovatively and have the willingness to take any risk and accept failure.

During the process of completing the case studies, it will help the students to generate any ideas that can be suggested to the entrepreneur to improve their business in the future. Other than that, the students will also get a better insight and understanding in how to improve or handle their business in the future. This entrepreneurship knowledge provides its student with the foundation knowledge, skills and motivation relating to business achievement that can encourage and attract the students that want to enter the entrepreneurial industries after graduating. By having entrepreneurship knowledge, the students can create more opportunities for their future job.