



**FACULTY OF BUSINESS AND MANAGEMENT UNIVERSITY TECHNOLOGY
MARA**



Mirrorcle

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY
PROGRAMME: BACHELOR OF OFFICE SYSTEM MANAGEMENT
(BA232)**

SEMESTER: PART 3

PROJECT TITLE: CASE STUDY

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1.0 EXECUTIVE SUMMARY

1.1 BACKGROUND OF THE STUDY

As we know that, entrepreneurships are the act of creating business or building a business in order to create a profit. Entrepreneurship's education seeks to provide student with the knowledge, skills and motivation to encourage them to be a successful entrepreneur one day. All UITM students who further their studies in business management or other courses that requires entrepreneurship subject they need to take Principle of Entrepreneurship or ENT530. The reasons why they need to take ENT530 subject is to give a little understanding and a basic knowledge about business and expose students in business field.

In this case study, students are required to interview any company or small business to get a several information from the company or business such SWOT analysis, problems that faced by the company or business, company or business background. Other than that, students also require to find a solution to the problem that faced by the company or business. The benefit of this case study is students will get more information and expose about the business. Such as they get a little bit of knowledge about how to conducting business, how to build or start the business. Other than that, students also get to know about the business in real life, the nature of the business and several challenges that they have faced.

1.2 PURPOSE OF THE STUDY

The main reason why this case study be conducted is because we want to learn more or to investigate the key of successful entrepreneur succussed in their business life. Other than that, it also gives us to know about how entrepreneur operate their business which is we are able to know how Mirrorcle business can start their business, what is the biggest motivation to start the business and others. Other than that, in this case study, we also want to know how Mr Faiq and partner solving business's problem as an owner in order to achieve their business's objective. Last but not least, the purpose of this case study is we want to get the motivation to keep strive in our studies because one day we want to be a successful person like Mr Faiq and his partner which is a successful entrepreneur.

2.0 COMPANY INFORMATION

2.1 BACKGROUND

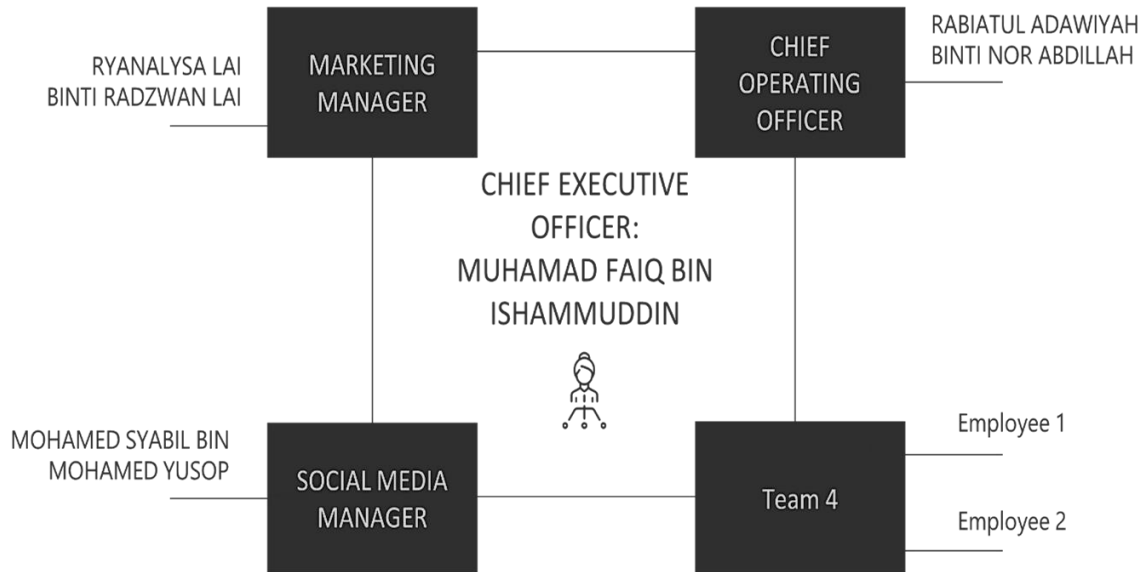
Mirrorcle.my is a mirror product in the frame where it is a classic element in the interior, floor models are often installed on a stand, wall decoration is mounted on the wall with the help of special emphasis. Mirrorcle.my was established in 20 March 2020 and is located at Bangi, Malaysia. This company is owned by Muhamad Faiq Bin Ishammuddin as a CEO. This company produces a large number of mirror models that differ from each other in terms of size, colour and decorative quality. Because there is a selection of sizes and a wide range of prices, it is possible to choose a mirror for every taste and budget. This mirror is so versatile that it can be used in any room or space such as bedroom, hallways, dressing rooms, bathroom and others.

This business exists due to the very high demand for home decoration furniture in Malaysia. Mirror products like these are mostly sold overseas like China and to buy them will probably take quite a while to reach the buyer. It is possible that the goods that can be found will arrive in an undesirable state. So, with this opportunity there has been a mirror business called Mirrorcle.my. Glass mirror modern minimalist wall and trusted are perfect for decorating any home. The mirror is also quite portable, if necessary, the product can be easily moved to another location.

Nowadays, it has become a modern trend in interior design involving the use of wall mirrors not only in the traditional functional quality but also as a decorative element. Therefore, Mirrorcle.my uses the top e-commerce in Malaysia such as Shopee and social media which is often used by many people such as Instagram, Facebook and Tiktok for buyers to find and buy the product. With these platforms, Mirrorcle.my uses for marketing strategy, interaction with customers and selling the product. This product is also a 100% local product.

Mirrorcle's objective is to be a local manufacturer of the largest mirror products in Malaysia which reaches the level of a factory that can be a supplier to furniture stores out there. The objective is more to make Mirrorcle products remembered by everyone where when people remember the mirror then automatically will know the Mirrorcle business. They focus on producing quality products, being able to meet customer satisfaction, benefit customers and solve customer problems. Mirrorcle not only manufactures mirror products only but will manufacture products that can solve customer-related problems in the future in several categories. Also, Mirrorcle.my now has more than 100 drop shippers all across Malaysia.

2.2 ORGANIZATIONAL STRUCTURE



a) Organizational Chart



b) Hierarchy Levels of Career