



# CASE STUDY: COMPANY ANALYSIS

## MPKOP MART

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

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**v. EXECUTIVE SUMMARY**

This case study is a part of the Principle of Entrepreneurship (ENT530) subject that we must complete by doing a report to demonstrate how real-world challenges influence decision-making in the small/micro businesses world in Malaysia. During this Covid-19 pandemic, there are a lot of issues faced by the small/micro businesses in Malaysia. A micro business has an annual sales turnover of less than RM300,000.00 or has less than five full time employees. A small manufacturing business has an annual sales turnover from RM300,000.00 to less than RM15million or number of full-time employees from five to less than 75 meanwhile a small services and other business sectors has an annual sales turnover from RM300,000.00 to less than RM3million or number of full-time employees from five to less than 30. This case study will elaborate the current issue concerning one of the small businesses, MPKOP MART. This entity is a grocery store that sells daily necessities in Kluang, Johor. Some of the main products the store sells are fresh chicken and frozen food products. The purpose of this case study is to point out the problems faced by the business and suggest suitable solutions based on our knowledge in entrepreneurship. In the interview through Google Meet platform, the premise manager, Miss Hawa binti Abdul Ghani, points out some issues faced by the business such as not many customers buying at their mart due to parking space problems and the mart facing loses as not many of the product, they sell been bought by customers despite the strategic location they situated at. Besides, MPKOP MART only uses one method of business promotion which is advertising through flyers and was closed entirely during Malaysian movement control order (MCO). Hence, they also lack experience in the field of advertising and marketing and there is a scarcity of trained workers to meet fundamental necessities. Therefore, this case study will focus on these major issues that faced by the MPKOP MART business entity. This case study will explain in detail the findings about the decreasing in sales faced and discuss the alternative solutions that can be adopted by the entity. It will discuss on the factor of the case that led to the problems and the behavior of the entity when facing the challenges. Last but not least, at the end of the online interview, we believe that MPKOP MART will become successful and stand out in the future. In the end of the case study, we will give a list of suggestions on solution that can be used by the entity in order to solve the problem.

## 1. INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

This case study is about the problems faced by MPKOP MART. The premise is located in Kluang, Johor. It is a store that sells fresh chicken and frozen food as their main products. The study is to analyse the problems faced by the business and suggest suitable measures to be taken to overcome the issues. This study will also discuss about how the issues give impacts to the business sales.

### 1.2 PURPOSE OF THE STUDY

The purpose of this study is to identify the issues faced by the small/micro businesses in Malaysia. It is mostly related to the company's current products and services. The focus of the study is to find the factors affecting the major issues and the ways to overcome the issues faced by the business entity. The study will also analyze the issue through findings and discussion and suggest the recommendations and improvement for the company. We will choose the best alternative for the company to adopt in the current situation.

