



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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CASE STUDY: COMPANY ANALYSIS

SHOPWITHTY

PRINCIPLE OF ENTREPRENEURSHIP ENT530: CASE STUDY

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EXECUTIVE SUMMARY

We have decided to choose Shopwithty as a company for this case study. There is a plethora of reasons we choose this company, but mainly is because it produces unique food in which this company implement such a great innovation from undiscovered vegetable into addictive snack. Shopwithty started commencing their business around 2018 by Nurliyana Izzaty binti Yaakub and it is based at Sekinchan, Selangor. The main product of Shopwithty is delectable handmade spicy bitter gourd crispy or known as “peria goreng pedas”. This uniqueness of this snack stands because they produce it with raw bitter gourd that they picked fresh daily at their own farm.

To be added, this spicy bitter gourd crispy comes with various weight options, which is 200g, 500g and 1kg. Shopwithty is also known as home-based company, so they only have four manpower lead by Nurliyana Izzaty binti Yaakub. The other three workers involve in their operational process from picking fresh bitter gourd, processing, packaging, and posting the products. The business started from offline business where they only focused on the neighbourhood area, then they expand their business through e-commerce platform which is Shopee.

Furthermore, the business is fully operating their business at home, and they do not have physical store where they can sell their product directly to customers. Because of this, Shopwithty rely solely with online platform where which also give them numbers of issues in terms of expanding their business awareness as well as guaranteeing quality of the products due to volatile shipping time. Besides focusing on e-commerce and around their neighbourhood, there are also few wholesalers or that sells their products. That is because their target customer is local people that intend to practice a healthy diet especially for senior citizen. To be added we could agree that older generation are not used the advancement of technology, and they find it difficult to search it online, thus practicing offline works best for local senior citizen.

In the midst of this global pandemic and lockdown alternatives, almost every business face challenges and problems, this also includes Shopwithty, where they have to clarify several issues with their customers such as the products, deliveries, packaging, and also equipment issues. For a growing business, Shopwithty needs to upgrade their production material because it required a lot of time and labor work.

1.0 INTRODUCTION

1.1 Background of the study

Principle of Entrepreneurship (ENT530) is one of the elective subjects that are compulsory for UITM students that taking Bachelor level of studies. The purpose of this study is to express knowledge among students with entrepreneurship and determining skills in understanding customer insights, business opportunities and recognizing problem and solutions. It comprises students with idea creation, developing and implementing a business plan, how to run a business and evaluating the internal and external business environment.

This course is existing to make students well known in acquiring existing business or working in a start-ups company. The method of this learning is more to “knowing after you do” where after you finish doing the business plan, you will see and recognize what things you need to improve.

Furthermore, in this subject, students have to conduct a case study to any business or company. Students need to conduct an interview with the authorize person to the company and from there several problems that the company can be find. After that, the students will have to analyse the problem and find the solution for the company that can be improvise in the future. In this case study, we choose Shopwithty, which is a business that provides local food. Therefore, we try to get the information from the company.

Last but not least, the benefits of this case study to student are able to educate us to develop unique skills and manage the problems by thinking outside the box. Entrepreneurship helps to learn about the core thing in business such as sales and marketing, financing, and accounting, and management.