



اَوْنَبُوْ رَسِيْتِيْ تَيَكْنُوْلُوْجِيْ مَآرَا
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CASE STUDY: COMPANY ANALYSIS

LIOFAIRIES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

The main purpose of this case study is to analyse the company that we have been selected, which is the Liofairies. It is an online shop that sells two different products which we will elaborate later. As mentioned, Liofairies is an online shop that uses platforms like shopee and also, instagram to promote their products. One of the main findings that is crucial in this case study is the SWOT analysis of the company. This is for us to look for the internal and external causes that can influence the company. From the SWOT analysis, we can identify the advantages that can be taken, minimize risks to the company and also, to find out the weakness and strength which can be addressed accordingly. Other than that, we also discuss the major problems that are faced by the Liofairies. Basically, there are three main problems that we have identified which are time management, online presence and also, competition. So, there are few solutions that we have identified for each of the problems.

1. INTRODUCTION

Entrepreneurship is the process of identifying or beginning a new business enterprise using the resources which are accessible and willing to accept business advantages and disadvantages. A person that comes out with innovative ideas and skills to run the business successfully is known as an entrepreneur. Entrepreneurship comprises the capacity to comprehend business possibilities and to develop creativity in products that may be used to meet the needs and desires of customers. The objective of this project is to produce a report on analysing the company and how the company can evaluate the SWOT analysis with their business. The purpose of studying this subject is to create opportunities and build confidence in students. Besides, this project can develop social and economic skills for students when they need to think outside of the box.

To figure out and evaluate how the business can reach its goals or target, analysis SWOT methodology will be used. An entrepreneur can get a proper understanding about which areas of the business should be focused on. The strengths should be the driving factor behind business strategies. Once an entrepreneur understands their strengths, they can develop repeatable and flexible processes to provide those strengths to their customers. One of the most serious risks of business is giving in to one's weaknesses. An entrepreneur should be aware of their weaknesses and strive effectively to change them into strengths. Weaknesses can have an impact on business performance if no intervention is made. As an entrepreneur, they must also be aware of opportunities since opportunities include areas where the business may develop. Threat is anything external that can affect the business negatively.

2. COMPANY INFORMATION

2.1 Background

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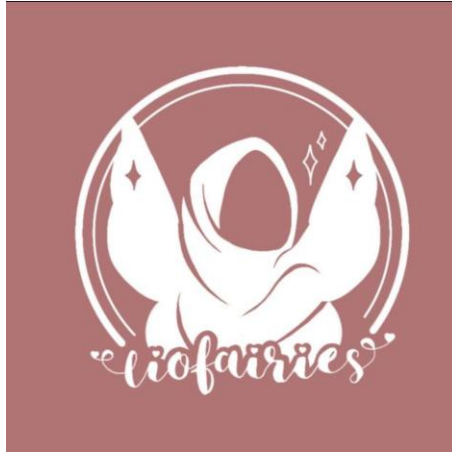


Figure 1: Liofairies's company logo

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Vision : To produce modest and comfortable fashion in headscarves to fit our customer's demand.

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Mission: To innovate, to enhance, to provide best-value products and services to customers.

□ **Date Established:** 24th June 2020

□ **Type of Organization:** Partnership

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Team Members:

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