



اَبُو بَكْرٍ سَيِّدِي تَبَكُّوْا كَيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# CASE STUDY: COMPANY ANALYSIS

## EMPIRE OF LAHBURN

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

**FACULTY & PROGRAMME:** FACULTY OF FILM, THEATRE AND ANIMATION ✓

**SEMESTER** : 4

**PROJECT TITLE** : EMPIRE OF LAHBURN

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## 1. Executive Summary



Entrepreneurship is a study of the concept and process of an entrepreneur in needing a business or someone who risks their finances in order to expect a profit. In the study involves the field of the Faculty of Film, Theater and Animation, which expresses knowledge of the process of how to become a successful entrepreneur. In this study we were given an explanation of Go-Ecommerce where the platform teaches how the process of becoming a thriving and successful entrepreneur. In Go-Ecommerce also teaches how to use platforms such as Facebook, Instagram and others to improve product quality as well as get customer response.

In addition, through entrepreneurship can also create confidence in a person to change the world through ideas and innovation. An individual's confidence and courage towards the risks faced in developing ideas and innovations through an established organization can thrive. Therefore, for this group assignment, we have chosen the "Empire of LahBurn" as a study on entrepreneurship of the company. For this case study the group was assigned to interview one of the managers from the company. ENT530 is a Principle of Entrepreneurship subject which is a compulsory subject to be studied in the FF237 Film Production program.

## 2. Introduction

What does it mean to be an entrepreneur? The term "entrepreneur" was coined in the 1700s, and its definition has changed over time. Many people simply associate it with starting a business. The majority of economists feel it is more. According to some economists, an entrepreneur is someone who is ready to take on the risk of starting a new business if it has a good possibility of succeeding. Others emphasise the entrepreneur's function as a marketer of his own creation. Others argue that entrepreneurs create new commodities or processes that the market requires but that are currently unavailable. In the twentieth century, economist Joseph Schumpeter (1883-1950) studied how an entrepreneur's quest for innovation and improvement leads to upheaval and change. Entrepreneurship, according to Schumpeter, is a "creative destruction" force.

The entrepreneur creates "new combinations," hence assisting in the demise of traditional industries. The invention of new and better ways to do business devastates established business practises. Peter Drucker (1909-2005), a business guru, elaborated on this concept, describing an entrepreneur as someone who actively seeks out, responds to, and utilises change as a business opportunity. These themes are shown by a quick look at how communications have changed through time, from typewriters to personal computers to the Internet. Today, most economists agree that entrepreneurship is a crucial component for boosting economic growth and job possibilities in all societies. Successful small businesses are the key engines of job creation, income growth, and poverty alleviation in the developing world. As a result, government entrepreneurship encouragement is an important strategy for economic development.

Policies to promote entrepreneurship are crucial to job creation and economic growth," the Business and Industry Advisory Committee of the Organization for Economic Cooperation and Development (OECD) stated in 2003. Government officials might offer incentives to entrepreneurs who are willing to take chances on new ventures. Laws enforcing property rights and encouraging a competitive market system are examples of these. The amount of entrepreneurship in a society may also be influenced by its culture. Different levels of entrepreneurship may arise as a result

of cultural differences that make entrepreneurship more or less rewarding for individuals. Entrepreneurship may be discouraged in a culture that places the highest value on people at the top of hierarchical organisations or those with professional knowledge. Entrepreneurship is more likely to flourish in a culture or policy that elevates the “self-made” individual. Recognizing the signs of a brick wall was one of the entrepreneurs' main points. For example, trying to do everything and burning out, or working all hours of the day and night with no effect on sales, or being unwilling to make the necessary investments to grow, or a lack of understanding of growth pricing. As new businesses hit a brick wall, experienced entrepreneurs warn that growth must be re-ignited or the company will fail. Change is a part of growth. Entering and emerging entrepreneurs frequently fail to recognise that change is required both within themselves and in how they run their businesses.

Our group chose a case study relating to the field of photography by interviewing Mr Abdullah bin Yaacob for this subject Principles of Entrepreneurship. He works in the editing department of Lens Photo Studio. Mr Abdullah began his work in 2014 as a part-time position.

### 3. Company Information

#### 3.1 Background ✓



Empire Of LahBurn is a photography company founded by Abdullah Bin Yaakob which is famous in the Baling, Kedah Darul Aman. The start of this career started in 2013 when he bought a camera from his friend which cost RM350. He started learning photo editing and photography techniques through the internet, which is Google and Youtube. After learning photography techniques, he started following well -known people in the field of photographer. He started collecting money and upgrading a more sophisticated camera, the Canon, which cost RM2000. Upon having confidence in the field of photography he started taking jobs from his friend who was looking for a photographer for his wedding.

He started his first company, Parasuit Jumper Photography with three of his friends. They started renting a studio to be used as a product and brand photoshoot. After three months of photoshoot activities, they started upgrading items in the studio, namely lighting, commuter and various types of cameras. Almost a year active in this field income day by day increased more dramatically. But unfortunately the company as a result of this collaboration could not continue because one of their friends started cheating customers. As a result, this Parasuit Jumper Photography company started to close and they did their own photography work. After a few months, he collaborated with Browmie Studio which is the greatest photography studio in the city of Baling. As a result of this collaboration, they started to build a company, Sahabat Lekiu, which is made up of all photographers in the Baling area. Although under the auspices of this company but jobs are obtained respectively. As a result of this collaboration, he started building a studio under Empire Of LahBurn with three other friends, namely Suhaimi Yahya and Kerol Yoron. ✓

### 3.2 Product Category

#### Wedding Package

Empire of LahBurn is a photographer for weddings and weddings in Baling district. The company also offers seven promotional packages to customers. The following is an example of a promotional package offered.

**PAKEJ PROMOSI**  
**AKAD NIKAH RM500 [ SHOOT & BURN ]**

- 1X PENDRIVE INDOOR
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

**PAKEJ PROMOSI**  
**AKAD NIKAH RM 950**

- 1X ALBUM EXCLUSIVE
- 1X BRIEFCASE
- 1X FRAME 3D 12 X 18
- 1X POSTER FRAME 16 X 20
- 1X TABLE TOP FRAME [ 3 IN 1 FRAME ]
- 1X PENDRIVE. - INDOOR

- FREE GIFT 1X PENDRIVE BOX
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

**PAKEJ PROMOSI**  
**AKAD NIKAH SANDING SHOOT & BURN RM1150**

- 1X PENDRIVE INDOOR
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

**PAKEJ PROMOSI**  
**SANDING RM 1250**

- 1X ALBUM EXCLUSIVE
- 1X BRIEFCASE
- 1X FRAME 3D 12 X 18
- 1X POSTER FRAME 16 X 20
- 1X TABLE TOP FRAME [ 3 IN 1 FRAME ]
- 1X PENDRIVE. - INDOOR

- FREE GIFT 1X PENDRIVE BOX
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

**PAKEJ PROMOSI**  
**AKAD NIKAH SANDING RM 1550**

- 1X ALBUM EXCLUSIVE
- 1X BRIEFCASE
- 1X FRAME 3D 12 X 18
- 1X POSTER FRAME 16 X 20
- 1X TABLE TOP FRAME [ 3 IN 1 FRAME ]
- 1X PENDRIVE. - INDOOR

- FREE GIFT 1X PENDRIVE BOX
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

**PAKEJ PROMOSI**  
**AKAD NIKAH SANDING BERTANDANG RM 2450**

- 1X ALBUM EXCLUSIVE
- 1X BRIEFCASE
- 1X FRAME 3D 12 X 18
- 1X POSTER FRAME 16 X 20
- 1X TABLE TOP FRAME [ 3 IN 1 FRAME ]
- 1X PENDRIVE. - INDOOR

- FREE GIFT 1X PENDRIVE BOX
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

**PAKEJ PROMOSI**  
**AKAD NIKAH SANDING BERTANDANG SHOOT & BURN RM1800**

- 1X PENDRIVE INDOOR
- FREE OUTDOOR
- FREE EDITING
- UNLIMITED SHOOT

EMPIRE OF LAHBURN PHOTOGRAPHY SERVICES

## Shoot Products

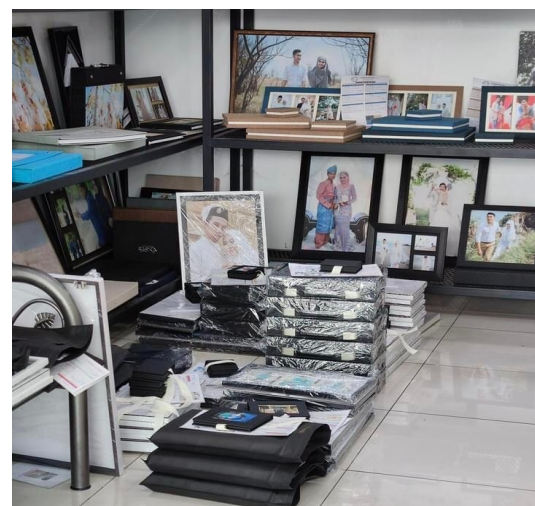
In addition to doing wedding shoots, this company also does product shoots for product founders. The studio available is to do product shoots and editing to make banting or flayers. The following is an example of the work of a shoot product.





### Photo Canvas and Album ✓

The company also provides photo canvas services for weddings as well as products. Most customers will order photo canvas to include the photographer promotion package offered. Among the examples are photo albums and canvases for customers.



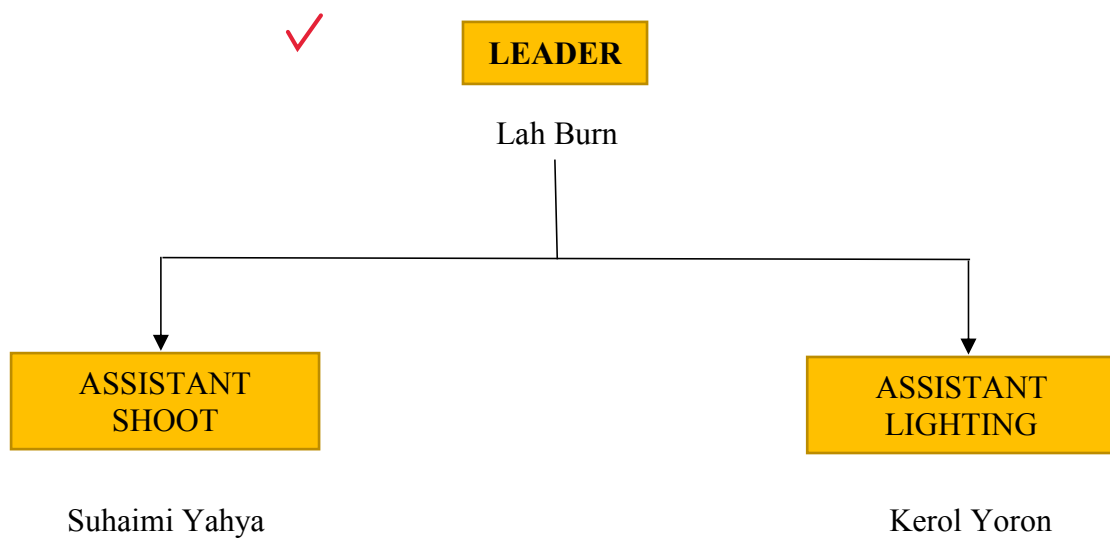
### Humanity Shoot ✓

The company also do a humanity shoots in village, forests and others place.





### 3.3 Organisations Structure



### 3.4 Marketing and Operational Strategy

#### Marketing Objectives

Empire of LahBurn marketing objectives :

1. To build a strong relationship with customer and make them trust of our services.
2. Post all the pictures on social media.
3. To grow the company.

#### Promotion Strategy ✓

##### ● Advertising

Advertising is helpful for Empire of LahBurn to enter the market because it can increase the reputation of the company. Empayar of LahBurn uses the Facebook platform as a medium to further expand its business as a photographer. Also, as a photographer he will choose the best pictures to put in Facebook.



**Lah Burn**  
 -EMPAYAR OF LAHBURN-Sebarang Pertanyaan  
 Terus whatsapp [www.wasap.my/60134250661](https://www.wasap.my/60134250661)

[Add Friend](#) [Message](#) [...](#)

- Photography Instructor at EMPAYAR OF LAHBURN
- Went to Sekolah Model Khas Baling
- Studied at Pertubuhan Seni Silat Pusaka Gayong Malaysia - Pssp gm
- Studied at Politeknik Sultan Abdul Halim Mu'adzam Shah (POLIMAS)
- Lives in Baling
- From Sik, Kedah, Malaysia

E-Marketing ✓

● Social Media Marketing



**Lah Burn**  
 -EMPAYAR OF LAHBURN-Sebarang Pertanyaan  
 Terus whatsapp [www.wasap.my/60134250661](https://www.wasap.my/60134250661)

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- Lives in Baling
- From Sik, Kedah, Malaysia

Social media marketing is the use of social media websites and media social networks to market a company's product and services. Social media marketing

provides our company with a way to reach new customers and engage with existing customers. By publishing great content or post on our social media profiles and running social media advertisement. The major social media platforms that used by Empire of LahBurn is Facebook. Through this social media the company can get a customers through their posting and he will post at Facebook twice a week at least. According to him, if we rarely post on social media, customers will not know our existence and if we are always active on social media at least customers will know what we do.

Open Academic Classes ✓

Empire of LahBurn opens photography classes to photographers who are new to the field. one of the marketing Empire of LahBurn is to get people to know this company which focuses on wedding, products and humanity. Therefore, every time when the Empire of LahBurn opens a photography class, in one class can only be 12 people. Profit in making a photography class can be up to RM3,000 to RM4,000. Through these profits the Empire of LahBurn was able to open a larger photography studio and be known by many clients.

OPERATIONAL STRATEGY ✓

Process Planning of Empire of LahBurn

1.	Wedding shoot
2.	Product shoot
3.	Humanity shoot

List Operational Personnel Under (Empire of Lah Burn)

POSITION	NUMBER OF PERSONNEL
Photographer	1
Assistant shoot	2
<b>TOTAL</b>	<b>3</b>

Job Description (Empire of Lah Burn)

POSITION	JOB DESCRIPTION
----------	-----------------

Photographer	<ul style="list-style-type: none"> <li>● Take pictures of people, places, events and products.</li> <li>● Market or advertise services to attract clients.</li> <li>● Use various photographic techniques and lighting equipment.</li> <li>● Deal with clients.</li> </ul>
Assistant shoot	<ul style="list-style-type: none"> <li>● Help photographer plan.</li> <li>● Carry and set up the equipment.</li> <li>● Ensure the shoot runs smoothly.</li> </ul>
Assistant shoot	<ul style="list-style-type: none"> <li>● Assist with lighting.</li> </ul>

Material Planning ✓

NO	MATERIAL
1.	Frame
2.	Canvas



Image 1



Image 2



Image 3

### Equipment Planning of Empire of LahBurn

NO	ITEM
1.	Computer
2.	Camera
3.	Lighting
4.	Studio



Image 1



Image 2

### 3.5 Financial Achievements ✓

These achievements can increase mobility and quality at their business. When a company has evidence of success, indirectly people will be more interested in getting involved in the business and believing in the results of their work. Therefore, achievement must be obtained by every individual involved in the business to produce a more advanced business. Even if we experience difficulties in the beginning, there will definitely be success if we try many times. So, with the experience of hardship experienced by the employees at the Empire of LahBurn company, finally there is also the accomplishment they have gained. The achievements can be found on the next page.



Image 1



Image 2





Image 3



Image 4



### 3.6 Financial Statement ✓

Financial statement mean the formal record of money inflows and outflows or profits and losses of a company. These financial statements provide an overview of a company's short term and long term finances. All a company's financial information is presented in a structured manner in an easy to understand form known a dinancial statement.

For the Empire of LahBurn company, he said the starting capital was only RM350 by buying a camera. Next, he started upgrading the camera which cost RM2000. In the first month, he made a profit of RM5000 from his friend's wedding photo shoot. Next, he said his first year as a photographer he managed to cover RM60,000. However, nowadays when the COVID-19 pandemic breaks out, the profit is only RM20,000 a year. This loss was a result of customers postponing and some customers canceled the banquet. As such, these losses are enormous in value and have a negative impact on his company as almost half a year they lose their jobs.

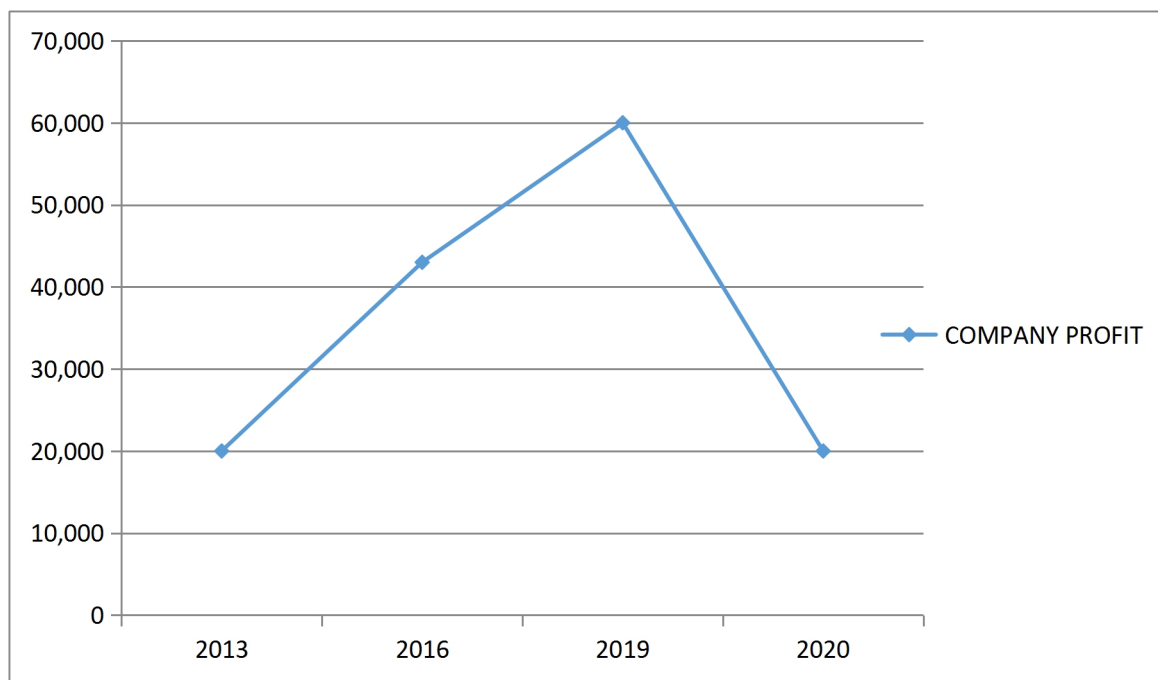


Chart 1: Company Profit ✓

## **4. Company Analysis**

### **4.1 SWOT Analysis**

To strengthen the marketing process, organizations need to have a SWOT analysis for a business, it will be looks more organized. SWOT analysis that will aid improvement in terms of management strategies, services, appropriate product types or marketing. The SWOT is a summary words of the use of Strengths, Weakness, Opportunities and Threats. This analysis is applied to the company to identify bussines both externally and internally. This factor is often used by the organization and it is very impactful and helps the company to thrive. This is because, the SWOT factor is able to give awareness to the company for them to take action or take a decision. When they use those facts, they can clearly see things or can predict the future in their business. ✓

This analysis not only helps the business thrive, but also helps the individual to succeed in the job. Every action taken will determine one's entrepreneurial reputation in developing the organization's business. Based on interviews with respondents, we have examined the entire content about this company. Therefore, we have conducted a SWOT analysis on the business to identify benchmarks for improvement on the business and identify what to avoid to help the Empire of LahBurn company succeed.

### STRENGTHS

- The use of editing they use is very good for showing a more natural image. ?
- See the picture by posting on the company's official page on Facebook.
- Employees who are not only responsible in the field of photography but also responsible in arranging wedding planning.

### THREATS

- Coworkers did problems like lied to customers cause the company a lot of losses. ?
- Payment problems from many customers give reasons for not paying or low prices. ✓
- Most clients like to swap dates causing the company crew to not have enough to cover their work. ✓

### OPPORTUNITIES

- The existence of interest in the field of photography gives them the opportunity and perseverance to continue to succeed.
- With the cooperation of partners and hard work an individual can build the studio of his dreams.
- The establishment of a photographic class can increase the company's funds and grow well.

### WEAKNESS

- Insufficient employees make it difficult for them to manage customers.
- Lack of budget in providing photography and videography equipment which involves high costs. ✓
- The COVID-19 pandemic caused difficulty and limited photography because it had many SOPs. ✓

## 5. FINDINGS AND DISCUSSION

### 5.1 Recommendation and Improvements

Based on the interviews and the information obtained about the business has made us a group of discussions to provide recommendation and improvements for their company. We did this discussion because of the possibility that our suggestion could help develop the company to be more advanced. Among the things discussed can refer to the information below.

- Marketing Improvements.

Improve marketing by making videography in the company to increase the company's business results. This is because nowadays video is an important thing to recall the

moment during marriage. The greatness of video is that it has moving visuals as opposed to static pictures alone. In addition, video also plays an important role in improving the quality and creativity of a company. ✓

- Set up a Photography Class

Previously they had set up a class to study photography but they had quit years later. Photographic classes that were discontinued due to the pandemic factor Covid-19 caused them to be unable to perform the class. In our opinion, holding photography classes is indeed important for the younger generation who have skills in that field and need to add some skills in terms of camera users, editing, and provide opportunities for the younger generation to improve their skills in photography and videography. Indirectly this field will not be underestimated by others because this field also has the difficulty and uniqueness to achieve something. So, this generational change can develop the field further. They are not only able to grow their business, but also able to grow many people to get involved in photography. ✓

- Creating Motivation in Our Environment

Motivate employee staff to improve skills and give advice or help one produce creativity well. In addition, with this motivation can also share ideas regardless of position. It is clear that jobs involving partners can raise various issues such as not being able to accept opinions, ego, expecting others to do the work and not cooperating in the success of the business they are involved in. Therefore, with the motivation in the environment we can reduce the issue because we have a positive mindset to achieve mutual success. ✓

- Provide Employment Opportunities

Technology is getting higher and the younger generation is easier to understand or use things related with photography or videography. Therefore, companies need to provide employment opportunities to the younger generation, this is because it reduces stress and helps companies in completing projects that have been carried out. In addition, the company will also avoid being prone to errors if there are more employees. When having many employees they are indirectly surrounded by people who are skilled in various types of fields and their creativity.


- Have Enough Equipment

Having complete equipment can improve the performance of employees with more skills and improve quality in a company. This is clear if you have enough equipment can help employees in completing the project. They are also able to produce a wide variety of ideas without limits because the tools obtained do not prevent them from creating a quality work. Therefore, insufficient equipment will affect the credibility of employees. ✓

- Use Different Types of Platforms

When we want a business or company to be known to the public, we need to use different types of media platforms. Based on the interviews, the company only uses the Facebook platform. In our opinion, they need to improve in the use of platforms namely Instagram, twitter, official web and others. The use of more than one platform is encouraged to help the company thrive. This is because other platforms are also very helpful in terms of product development known to the public. ✓

## 6. Conclusion

The introduction of a new product or service through the formation of a new firm or the innovation of an existing organisation is referred to as entrepreneurship. Besides, entrepreneurs are on the lookout for change, reacting to it, and seizing it as an opportunity. Entrepreneurship necessitates effort, enthusiasm, perseverance, and resilience. Entrepreneurship is, to a large extent, a mind-set that is continually looking for new and better ways to accomplish things. Capital, equipment, land, talent, and business know-how are all necessities for entrepreneurs. Entrepreneurship is a term used to describe entrepreneurial activity that occurs within an existing organisation. Recognizing change, identifying market possibilities inherent in that change, and delivering value to customers through addressing consumer demands or problems related with the change are all critical parts of entrepreneurial success. 

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## 8. Appendices

For the SSM letter of the Empire of LahBurn company, we could not get the letter because they did not want to share the ssm information to outsiders. The attached picture is the only reference we have.

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Surat Kami : 100 – FiTA (HEP. 37/8)  
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**PERMOHONAN MENDAPATKAN MAKLUMAT UNTUK TUGASAN/ KAJIAN KES KURSUS  
PRINCIPLES OF ENTREPRENEURSHIP (ENT530) SECARA ATAS TALIAN.**

Dengan segala hormatnya perkara di atas, dirujuk.

2. Sukacita, dimaklumkan bahawa penama di bawah adalah pelajar bagi program Sarjana Muda Pengurusan Industri Kreatif (Kepujian) Produksi Filem dari Fakulti Filem, Teater dan Animasi, Universiti Teknologi MARA, Kampus Puncak Perdana.

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3. Kajian ini adalah bertujuan untuk memenuhi keperluan kursus dan penyelidikan pelajar iaitu "Research Company Empayar of Lahburn".

4. Sehubungan dengan itu, saya amat berharap permohonan ini mendapat pertimbangan dan kelulusan pihak tuan. Dimaklumkan segala maklumat yang diberi adalah untuk tujuan akademik dan dianggap sulit.

Sekiranya tuan memerlukan maklumat lanjut berkaitan dengan projek ini, sila hubungi Penyelia Projek Kumpulan ini iaitu Dr. Nurhuda Nizar di talian 0123545754 atau ketua projek kumpulan ini iaitu saudari Nor Fatin Nabilah Bt Suduki@Yahaya di talian 0174883851.

Sekian, kerjasama tuan dalam hal ini didahului dengan ucapan ribuan terima kasih.

**"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"**  
**"BERKHIDMAT UNTUK NEGARA"**

Yang benar

**DR. SYAHRUL FITHRI MUSA**

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