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CASE STUDY: COMPANY ANALYSIS

ENAD VALLEY PRINTING

COURSE CODE / NAME:

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

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EXECUTIVE SUMMARY ✓

This study was conducted in groups on 28 May 2021 using the “google meet” platform. At the beginning we sent a message using “whatsapp” to ask for his permission to do the interview, then she agreed to help us complete this study. Then we sent the letter to inform that the interview was for educational purposes. This study gives us an entrepreneurial spirit through looking at the experiences of young entrepreneurs. Owner of Enad Valley is an alumni University Teknologi MARA (UiTM) who took art and design so she continued her interest by doing business. Through this study we can also see what actions we should and should not do to raise the business to a higher level. We found that entrepreneurs should always be positive - minded in order to plan business trips creatively. This is because increasing competition encourages entrepreneurs to plan in order to move forward.

1.0 INTRODUCTION ✓

Entrepreneur is an entrepreneur is a person who engages in creating goods or producing their own branded products to be widely marketed. Entrepreneurs always puts value success and self –satisfaction first as mission over profit. They will follow all innovations to increase creativity. Entrepreneurs are more likely to issue large sums of capital to help people generate income and drive the nation’s economy. They love challenges and are interested in profit in the long term.

While A trader is a person who carries on the activity of buying and selling goods or performs service activities for the purpose of making a profit. A trader is a person who engages in trading activities. It buys goods at a lower price and sells at a higher price to make a profit and if it engages in service activities, it will also profit from offering its services. It trades solely for profit. Other than that, the dealer’s objective is to achieve personal goals. ✓

2.0 COMPANY INFORMATION

2.1 COMPANY BACKGROUND ✓

Background the company started in 2012 named Enad Valley Printing. The results of the interviews conducted by our group with the manager of this company, Mrs. Nadia, and tells how this company was established and what services are provided in the business of this company. Mrs. Nadia told that she started her career as a part time job only, before having her own company. He also said that, this field of printing is an interest and skill that he learned during his study period. So he opened his own company and expanded his work after marriage by opening his own printing shop. He got the idea of opening this company based on the field he studied while studying and also his interest in printing. The experience that Mrs. Nadia learned while working as a staff in a printing shop, made her even more interested in setting up the company together with her husband, by having her own company. Meanwhile, the opening of this company or shop uses capital from bank loans to cover the amount required in this company. The company is located in Sungai Besar, Selangor Malaysia. This chosen location is very strategic to get customers who are in the area. ✓

2.2 ORGANIZATIONAL STRUCTURE

In terms of the company's organizational chart, the company has 3 employees, including the company's own manager who is also involved in service matters in the company or shop. For the most part, the employees absorbed into this company are from practical students and continue to be absorbed into permanent employees. The company does not have many employees, because as a result of the interview we found that 3 employees are enough to manage the services carried out by the company. The organization of the company is also managed by Mrs. Nadia and her husband. ✓

2.3 PRODUCT / SERVICES



The diagram above shows the services provided at Enad Valley Printing.

The services provided by this company are not focused on one product only, in fact they also manufacture and provide various products to customers who want to buy and place orders. If seen in the diagram above, it is a display of the services provided such as making wedding cards, various souvenirs, banners and bunting, receipt books, stickers and labels, bags and umbrellas, business cards and also provide shirt printing services and so on to customers in out there. ✓

The services that get the most orders from customers are sticker and label services as well as shirt printing, compared to others that only depend on customer needs. We also found that the company also uses the catalog to be displayed to customers who come to the store, in addition to looking at the various other services provided here compared to what they know. In addition, Mrs. Nadia also said that, before producing a product, we need to know in advance what product we want to produce, and need to understand what its use is to consumers and customers. For example, in this business, emphasis is placed on the concept of the product produced as well as the designs produced to attract and satisfy customers. The product in question

is based on the various services that I have mentioned above. The company also does not rely entirely on printing services alone, but also provides photostat machines for the use of customers in the area.



2.4 BUSINESS, MARKETING & OPERATIONAL STRATEGY



Before we introduce the business used as well as the marketing strategy marketed in the market by this Enad Valley Printing company, first we would like to tell what is business and marketing in terms of our understanding. Business is a major economy in society, and it is also a profit and loss earned by any private company owner in managing a business either directly or online. The business used in this company can also be classified as profit sought to increase the wealth of the owner of the company. As for marketing, it is one of the functions of the organization and a process to create, deliver value and orders from customers, communicate, and manage relationships with customers which can generate profits for the organization and stakeholders. This marketing is seen as one of the dynamics in the management as well as the business run by this company. This is because, through this marketing activity as well, we can design decisions that determine the importance of selection on the product to be marketed, as well as can be used as a marketing resource in the creation. It can also make exchanges with the organization to enable the organization to achieve certain objectives.



In terms of product marketing in this company, it is more to market products through online, or platforms that use facebook and whatsapp to find and serve customers who want to make reservations. Most of the marketing platforms that are often used are facebook platforms. The results of the interviews found that the managers of this company prefer to use facebook to post products and services provided to the

viewers of facebook users as well as customers out there. According to Mrs. Nadia, the facebook platform is more effective for advertising services than the platform, because she thinks that, various groups from teenagers to adults spend a lot of time on the social media application. He not only focuses on direct business, but also focuses on the use of social media to market products. However, the strategic location of shops and companies in the Sungai Besar area, Selangor, is not an obstacle for customers in the area to come and see the service shop. The manager of this company also engages with suppliers from outside, to obtain the convenience of service goods. Relationships established with external suppliers can support the smooth marketing of these products at the market level. ✓

In addition, in terms of orders received when this product is marketed, also received a lot of response from customers. For example, there are customers who want to order a wedding card, usually this company only takes 2 weeks and not more than a month to complete the order from the customer. In fact not only wedding cards only, shirt printing also takes the same time to complete. They also allow the payment of deposits by customers to the company, before the services used are fully completed. Meanwhile, the company also looks at the skills that employees have to increase marketing activities for the products they provide. For example, if there are employees who have good skills in the field of printing, it is a bonus to complete the order made by the customer. Even Mrs. Nadia, also gives flexibility to employees who do not have skills but have interest and desire in the field of printing, she will teach to succeed in the field of product marketing. ✓

3.0 COMPANY ANALYSIS

3.1 SWOT Analysis ✓

SWOT analysis stands for strengths, weaknesses, opportunities and threats.

SWOT analysis of a company means that the strengths, the weaknesses, the opportunities and the threats faced by the company. To be more precise, the SWOT analysis for a company is like the table shown below.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Things your company does well. • Qualities that separate you from your competitors. • Internal resources such as skilled, knowledgeable staff. • Tangible assets such as intellectual property, capital, proprietary technologies etc. 	<ul style="list-style-type: none"> • Things your company lacks. • Things your competitors do better than you. • Resource limitations. • Unclear unique selling proposition. 	<ul style="list-style-type: none"> • Underserved markets for specific products. • Few competitors in your area. • Emerging need for your products or services. • Press/media coverage of your company. 	<ul style="list-style-type: none"> • Emerging competitors. • Changing regulatory environment. • Negative press/media coverage. • Changing customer attitudes toward your company.

3.2 SWOT Analysis of Enad Valley Printing Company

The table below shows the SWOT analysis for the Enad Valley Printing store.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Former student of UiTM Shah Alam in printing art and design course. • Skilled staff; knowledgeable about art and design. • Own computers and printing machines. • Suppliers. 	<p>Only 1 branch of the company.</p>	<ul style="list-style-type: none"> • Changing of company location. • Lots of printing products, not only banners and wedding cards. • Online platform for marketing. 	<p>Competitors of the same services at the same area.</p>

Strengths ✓

Cik Nadia is a former student of Universiti Teknologi MARA (UiTM) in Shah Alam of printing art and design. She works part-time printing products and starts to open her own store after she got married in 2012. After that, she started to hire staffs from the same background of education as her worker. So far, Cik Nadia has three staffs with printing and design skills. Her store also has several printing machines and computers to ease her business in printing. She learned the printing process by herself and when she is good at handling those machines, she taught her staffs to manage the printing process and the machines. As for the printing products, Enad Valley Printing store do

have suppliers to supply the printing products such as mugs, t-shirts, pens, stamps and any printing products straight from factories.

Weaknesses ✓

Enad Valley Printing store does not have any other branches. This means that Cik Nadia only owns one branch of the store and that is at Sungai Besar, Selangor.

Opportunities ✓

As for opportunities, Cik Nadia's store has the most strategic location which is; the store used to be on upper floor but since they moved to ground floor, customers can easily go in to her store without having to go to the upper floor. Cik Nadia also mentioned in the interview that after Pandemic hits, her sales are getting better as her store changes location. Enad Valley Printing store also has a lot of printing products such as mugs, t-shirts, banners, pens, stamps, wedding invitation cards etc. But the best-selling product are stickers for food container. As for marketing, Cik Nadia uses online platform to promote her printing services like Facebook, Instagram, WhatsApp and Telegram. Online marketing will boost up the number of customers because of this Pandemic situation where everyone has been encouraged to use online platforms for purchasing process. She said that she will try to open a new online platform for her printing business at Shopee soon enough to gain more profits.

Threats ✓

The only threat of the Enad Valley Printing store are the competitors. According to Cik Nadia, there are more than five printing stores at the same area. Those stores become her competitors in gaining more customers and profits.

4.0 FINDINGS AND DISCUSSION

4.1 FINDING CASE STUDY ✓

Enad Valley Printing get their good performance during the covid-19 which is they gets a lot of order than before covid-19. The owner of the services said, after they remove to the based lot shop, her shop is more be recognized to the people especially for local people there. But in the major problem of the shop to promoting their services is only used one media online on social media which is Facebook Ads. As the technology era nowadays, the owner needs to try a lot of online platforms to sell their product and services. This is because, there are different demographics of online user in social media. ✓

The owner only chooses one platform to promoting her shops even though there are many platforms to promoting the product and services. There are many ways to find the low coast advertising to promote the service to make people aware about the brand of shop.

Besides that, because of the shop offering the services and product to the customer, they need to discuss with the customers before proceed their order. For example, about the designing the sticker to put on customer's product, the shop's need to get confirm from customers first before proceed the item. This is because, if there are any mistakes from the designing process, it is easy to fix in but if the design already proceeds before check it probably it can burn the cost of the item and services. It can be problem for the shop to re-design the graphics. ✓

The covid-19 give a both impact which is good and bad to *Enad Valley Printing* performance. As we known the pandemic almost made all economy sector closed. The pandemic also gives bad impact to the shop. During the conversation, the manager said,

before the pandemic the shop can get the order mostly from student. Student basically came to the shop to print out the assignment, make the order for t-shirt printed and many more. However, the manager of the shop does not find the side business to cover the main business to find the side income and only focusing to the printing shops.

4.2 DISCUSSION ✓

Based on the finding, the problem is about the shops only using one media online to promoting their product and services to the customers. In this era, media online platform's very important to expose the product to the people. Using a variety of online platform is not only can save the time but also can make it in a low cost of advertising. This is because every online platform has their own user which is from different background and demographic. In this era, there are many platforms online that can help the entrepreneur to advertising and promoting their product. For example, Facebook, MySpace, Digg, Twitter, Instagram, LinkedIn and Google+ (Nadaraja & Yazdanifard, 2013). In Malaysia, the famous platform online to promoting the product and services is Shopee, Youtube, Instagram, Whatsapp and facebook (Eza, 2021). ✓

Because of the subject is providing the services and product of printing, we can see the order that there are received is mostly based on the season. For example, the owner said that they are received a lot of order especially for wedding card printing but the shop not get more attention than after covid-19 happen. Only using and focusing the media platform which is facebook ads as the main advertising platform, it is not enough to get public reaction and spread the product awareness. The shop needs to compete to another shop who sell and give the same product and services in the same area. The owner said that there are at least 7 shops that give the same services as them.

To get more attention from people, the managers need to try another platform to sell their product. The manager also can use Instagram ads to promoting her product. As we known, besides facebook ads there are many media online that provide the advertisement to help the entrepreneur to sell the product. To get the attention especially from youth target, the Instagram is the best platform to get the attention from them. Based on the statistics, 72% adolescence used Instagram aster YouTube (*Youth Statistics: Internet & social media*, n.d.). This is not mean Facebook is not productive anymore but when the time was changed, the society will be moved to another side of media social that get more filter, function and interact them. ✓

Besides that, the manager also can build the website or blogs to the shop. This is because the manager can put more information about the product and services to the customer. It can help people to make a choice and easy to get the contact to deal with. Basically, at online advertisement, the platform only put the photos or videos about the shops but not the details and information. As the user of the media online and social media, we prefer to and interact with advertisement that show us the details about the product. As a customer, the we interesting with something fresh and easy going. Which is only with one 'click' we get all the information about the product we are searching for.

Choose the media online platform as the alternative to promoting the product is a good decision. This is because there are more advantages via this platform. The main cause is to reduce the cost of advertising. The owner no need to pay to the promoter to promoting their product especially for face-to-face interaction. It might hard for the small business owner to promote their product using the traditional ways. Using online platform, we can through it with low-cost budget because mostly online tools is free to posting and share the information to others.

Besides that, when using media online can get the customers from worldwide and everywhere with no limit people and society. As long as the society is accessing the internet, they can easily find about the product. For example, because of *Enad Valley printing* only using facebook tools to promoting their product, mostly the customer they get is from the area which is Sungai Besar. But actually, using the tools can bring customers and information from another state and city and it can help to increase the brand with society. People nowadays spend a lot of their times to online activities including to communicate, working and to manage their routine life.

But even there are advantages, there are also have a bad site for using the online platform as the tools to promoting the product. As many platform we are using, we need to manage it probably. We need somebody to responsible to manage the online platform to monitor and respond to the comment and answer the question as fast as they can. Customer do not like waiting for something longer and wasting their time. If the management not working in effective ways, it can give bad impression to the customer about the service even we not dealing with them yet. The negative feedback they are given to our website or media online, can give the shop the bad impression to others.

Even if the people are around internet, the privacy and security issues still be the big problem to get people trust the seller. Sometimes, using the media platform easily can make others to copy the real advertisement to their page and pretend like the real seller to the product. This situation actually can distract the attention of buyers from the original sites. Some websites, need customers to sign up first which is they need to fill the form for example name, email address and phone number to the website to get to know details about the product. Irresponsible party will take this advantage using their information to use it to a bad way especially to scamming people with the

information given. This situation can give fear to people to using the online platform to get services and product.

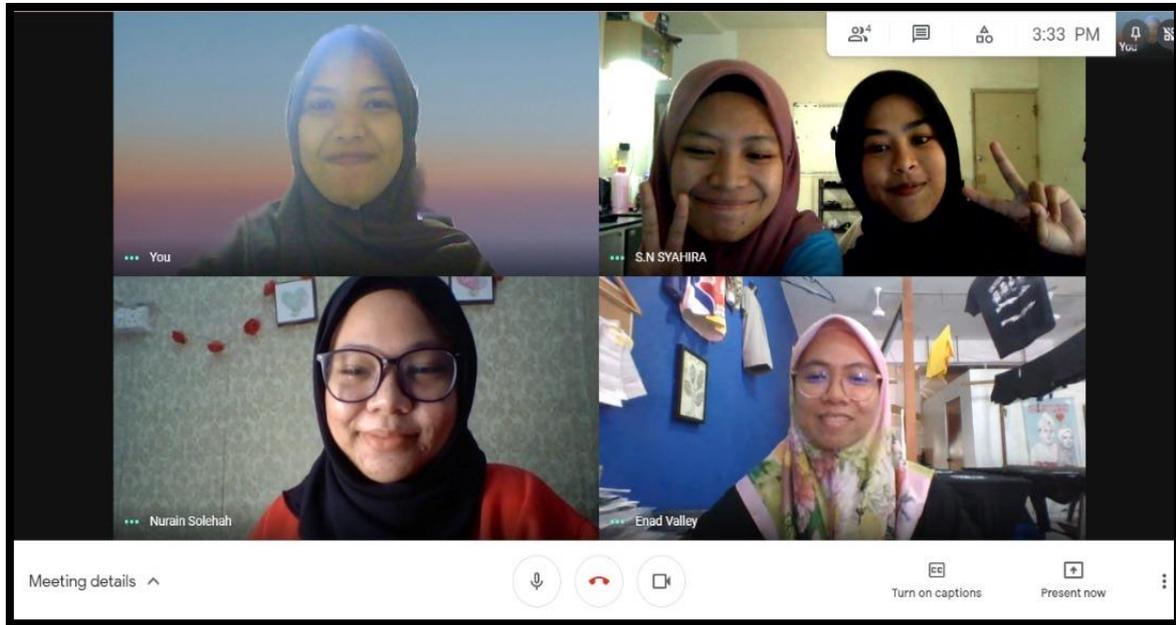
5.0 CONCLUSION ✓

As the conclusion, Pandemic situation did not make Cik Nadia's store became less unknown or unprofitable but she takes this opportunity to make her store even more noticeable by moved the store to ground floor. Furthermore, she tries to diversifying the online platform for her printing services such as Shopee to make sure that her business grows.

6.0 REFERENCES

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7.0 APPENDICS



Picture 1

Google meet session with the owner of Enad Valley Printing store.