



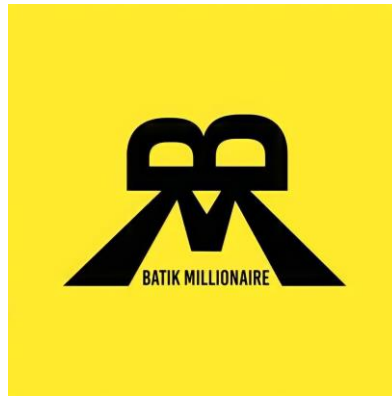
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UNIVERSITI TEKNOLOGI MARA (UiTM)

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PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

GROUP CASE STUDY (SWOT)

COMPANY ANALYSIS

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EXECUTIVE SUMMARY

As mentioned in the assignment requirements, to have a successful case study, we are required to analyze a real-life situation where existing problems need to be solved. Based on this statement, we intend to do some research while at the same time practice our knowledge skill on an actual company pertaining to the application of SWOT analysis and recommend on how to execute the alternatives suggested. Plus, due to the Covid-19 pandemic that we are facing right now, we take an alternative by doing an online interview in order to implement the Standard Operating Procedure (SOP) while at the same time we get information-rich and reliable information regarding the company. ✓

As for the research, we chose the Batik Millionaire that sells products related to women's fashion where it is located at GM Klang. It was established in 2017 by Iffa Nadzirah binti Rahman in her early 20s and she determined her company's vision as the best supplier with the cheapest price and their mission is to provide or supply products without labels to anyone who wants to start their own business. Foremost, from the interview, we can see the strengths, weaknesses, opportunities and threats of the company and form it on the diagram of SWOT and analyze it. Below is the concise of the SWOT analysis from the collected data during interview:

- **Strengths:** their products have no expiry dates, led by strong founder
- **Weaknesses:** their products have seasonal periods
- **Opportunities:** they can get products cheaper and sell at reasonable prices since they are the supplier.
- **Threat:** facing the unpredictable contract of the rent premise which will be kicked out once the contract expires.

Apart from that, the major problems encountered by the Batik Millionaire could be classified as the inconsistencies which need to be improved by the Batik Millionaire in future. The problem includes lack of time management and inability to maintain an online presence. Yet, there are still solutions or alternatives that can solve the problems such as by hiring staff which helps for business management running smoothly, as well as applying scheduling systems to cover the lack of time management. ✓

1.0 INTRODUCTION

1.1 Background of The Study

The application of SWOT analysis in business is not categorized as unfamiliar to business anymore because it is useful as a visual study tool that can be used to identify specific strengths and weaknesses which not only in work, but also in personal life situations. The history behind the SWOT analysis diagram, it was invented by Albert Humphrey who is a management consultant at the Stanford Research Institute in the 1960s. Specifically, the SWOT was introduced and proposed by Humphrey and his research team due to the Fortune 500 companies that really need a method to produce long-term planning that is executable and reasonable. Ever since, it has been popular as Humphrey claims that this SWOT model could bring objectivity and accountability to the planning process. Therefore, through this analysis, it would help in planning and making final decisions. (Lucid Software Inc., 2021)

Further, SWOT models were identified as the analysis diagram which was formed by a two-by-two grid, where there is an outline of the subject's strengths, weaknesses, opportunities, and threats in each of the quadrants respectively. By looking at the diagram of 4-quadrant, it is such a simple layout that enables the key market findings presented as quickly and efficiently. On top of that, the SWOT analysis also can be performed on specific criteria like products, customers, process, distribution, and administration as advocated by its inventor himself, Albert Humphrey. (Lucid Software Inc., 2021)

1.2 Purpose of The Study

Based on this study, we intend to explore deeper regarding the application of SWOT analysis to the actual or existing company. In other words, we want to learn and practice our knowledge and thinking skills in real life by studying in a company that contains a hypothetical situation and followed by complexities that they need to encounter in their business. Therefore, we chose and found one company that is suitable to do research of, which is Batik Millionaire that is fully conducted by the owner herself, Iffa Rahman.

In order for us to collect the data information, we have to find a way to accomplish the process without breaking the Standard Operating procedure (SOP) since we all are in the Movement Control Order (MCO) area. The methodology we used is that we directly contacted the owner, Iffa Rahman by

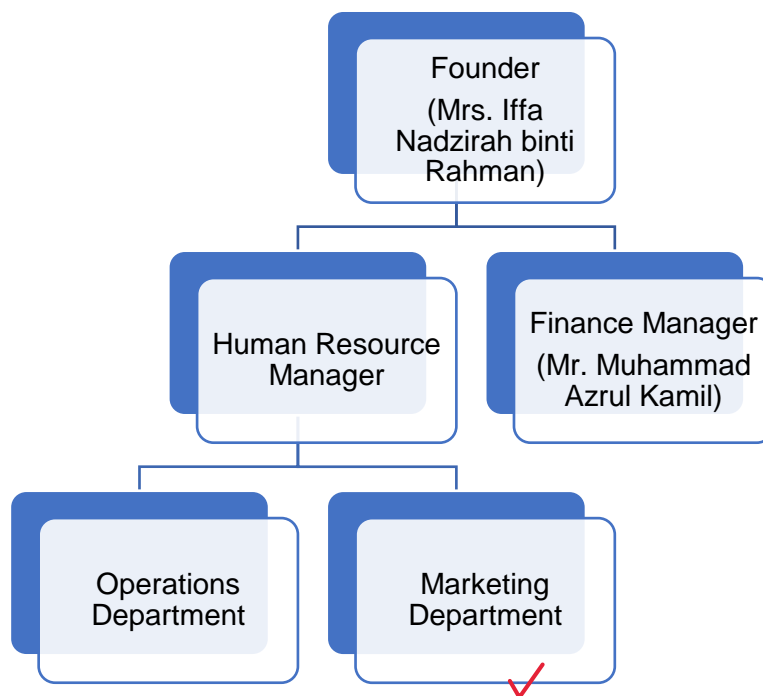
suggesting to her to have an online interview through Google Meet between her and our team members. In this case, this is to ensure that we've got the fact, information-rich, as well as reliable ✓ data from the owner herself.

2.0 COMPANY INFORMATION

2.1 Background

Kaleela by Azfa Enterprise, known as Batik Millionaire, was established in 2017 and the founder is Mrs. Iffa Nadzirah binti Rahman who started the business in her early 20s. She runs the business with the help from her husband, Mr. Muhammad Azrul Kamil. At first, the business was started for fun and to occupy free time while waiting for her SPM results. Thus, this is how the Batik Millionaire was created in the first place. Now, Batik Millionaire has three staff members in total, two of them are responsible for handling social media and the other one is taking care of their physical store in GM Klang. However, the store cannot be operated for now due to Covid-19 Pandemic. Mrs. Iffa said that her company's vision is to be the best supplier with the cheapest price while the mission is to provide or supply products without labels to anyone who wants to start their own business.

2.2 Organizational Structure



2.3 Products/Services

Batik Millionaire sells products that are related to women's fashion such as scarves, inners and clothes, in response to evolving trends and the demand for one-of-a-kind clothing that is both high-quality and affordable. They specialise in women's apparel, and what sets them apart from other existing competitors is that they don't only make clothes but they provide the buyers the best price to buy in bulk. The significant benefits when buying something in bulk, you almost always save money for each of the items. It is not only for business owners but the customers can also buy in bulk to give some gifts and events attire such as wedding day, birthday party and others. Hence, the company intends to provide its products at a lower price to suit the needs of people in the low to moderate income group in the local market area.

2.4 Business, Marketing, Operational Strategy

The company uses a social media platform which is Instagram and Facebook which is well-known as Batik Millionaire, because it provides the best network especially to the younger generations for showcasing their portfolio since the information is clearer through videos or pictures update and captions. Meanwhile, it is efficient as it is easy to use with its extensive copywriting. Besides, they also applied the Instagram and Facebook ads to help them to reach out to their target audience even though it will cost some money. In making sure the marketing strategy went smoothly, Mrs. Iffa has made a schedule for her staff to post three times in a day. These postings need to be in the specific timing such as early in the morning, during lunch hour and at evening to ensure it reaches the target audience. Besides, the staff also have to manage the Facebook contents to make sure they are attractive enough to grab the customers' attention.

In terms of operational strategy, every employee has their own Standard Operating Procedures (SOP) during working hours. Basically, they will do the same work every day such as posting contents in social media, taking online orders, packing the products and arranging the stocks. Hence, each staff has their own work schedule which will ensure the company runs productively. Other than that, Batik Millionaire also applied the "Niagawan" system in order to handle the inventory well. Generally, "Niagawan" is a software to help the business owners to do their business account, to track the

stocks, to handle the invoices while easier to access. Besides, there are also classes on how to use “Niagawan” for the beginners.

2.5 Financial Achievements

Throughout the interview sessions, Mrs. Iffa said that the highest financial achievement that Batik Millionaire has achieved is in 2018 where they managed to get RM700,000 sales in a year. At that point, the founder itself managed to buy a house at a very young age which is at 21 years old. After that, Mrs. Iffa got married to Mr. Azrul. Hence, this is the starting point where the business is going down and problems occur. After getting married, the founder decided to focus and give her full commitment to her marriage, so the sales started to go slow. The business is then temporarily shut down due to the pregnancy of the founder. However, after giving birth to her first child Mrs. Iffa managed to make a comeback and operate the Batik Millionaire as usual.

3.0 COMPANY ANALYSIS

3.1 SWOT Analysis

SWOT analysis is a technique for assessing a firm's performance, competition, risk, and potential, as well as other specific aspects of the business such as a product line or division, an industry, or another organisation. It is composed of strengths, weaknesses, opportunities, and threats. For Batik Millionaire, their SWOT analysis was obtained through an interview with the company's owner.

<p>STRENGTHS</p> <ul style="list-style-type: none">• Their products have no expiry dates. ✓• Lead by a strong founder. ✓• Their shop at GM Klang makes the marketing. ✓	<p>WEAKNESSES</p> <ul style="list-style-type: none">• Their products have seasonal periods. ✓• Their shop at GM Klang is under management. They cannot open or close as they please. ✓• They cannot do a lot of promotions because their mission is to be a supplier. ✓• Hard to adapt to online business as they were not good at it before Covid-19 hit. ✓
<p>OPPORTUNITIES</p> <ul style="list-style-type: none">• They as a supplier can get products cheaper.• Can sell them at a reasonable price and make profit. ✓	<p>THREATS</p> <ul style="list-style-type: none">• Their shop at GM Klang is rented. It has an owner.• When the contract expires, they can be kicked out at any time. ✓

3.1.1 Strengths

Strengths are the characteristics of a business or a company that provide themselves advantages over other businesses or companies. Batik Millionaire sells clothing and hijabs; thus, their items have no expiration date. They can store their products for a longer period of time, even if they have been in storage for a long time. They have benefited the most from the Covid-19 pandemic because even if sales drop, they can still store their products for a longer time. Aside from that, their ability to keep going is supported by the fact that they are led by a competent leader. A leader is the person in charge, the one who persuades others to follow. Even if the production team or marketing department are great, the company will not succeed without a capable leader or founder. That is why it is important for a company to have a good and competent leader. The next strength of Batik Millionaire is their shop at GM Klang makes the marketing for them. The shop literally asks people to come to their shop because it has no doors unlike at any other stores. So, it is easier for customers to enter and exit the shop. Therefore, they do not need to make a strong marketing strategy because people will still come to their shop at GM Klang.

3.1.2 Weaknesses

Weaknesses are the characteristics of a business or a company that are at disadvantages over other businesses or companies. Weaknesses restrict a business from reaching its full potential. For Batik Millionaire, even if their products have no expiration date, a few of their products have seasonal periods. For example, Batik was extremely popular in 2019, but it only lasted until the end of the year. This was the biggest weakness in their business as the Batik season had ended yet they still had the inventory. Their next weakness is their shop at GM Klang is under management. If their management orders them to close the shop during the Covid-19 pandemic, they will have to do so. They cannot just open and close whenever they want. Other than that, they are unable to make many promotions. It is because their goal is to serve as a supplier. They cannot do a lot of promotions in order to become a supplier because they aim to aid small business owners with limited capital while also making a profit.

3.1.3 Opportunities

Opportunities are referred to the external elements that may provide a competitive advantage to a business or a company. During the Covid-19 pandemic, Batik Millionaire understands that everyone is affected financially. As a result, everyone now prefers to buy low-cost clothing or hijabs. Batik Millionaire, as a supplier, can obtain products cheaper and at a lower cost and can sell them at a reasonable price and can generate more income. This is the opportunity that they get during this outbreak.

3.1.4 Threats

Threats are the factors that have the potential to cause harm to a business or a company. Their main threat and concern in their business is the fact that their shop at GM Klang is rented with the management. The reason for this is that the shop already has an owner. As a result, they can be removed or kicked out from the place at any moment after the contract expires.

4.0 FINDINGS AND DISCUSSION

According to the interview with Iffa Rahman, the owner of Batik Millionaire, it can be said that the company is facing significant problems in carrying out business due to inconsistencies in operating a company. But in a business, consistency is very important because it helps the customer to recognize the name and image of the brand. As a result of developing and maintaining a consistent brand image, it will increase trust and credibility within the community and among consumers.

Moreover, according to Iffa Rahman, there was a time when they managed to get 6 figures in sales in the year of 2018 due to their consistency and focus on the business. However, the sales have dropped in 2019 due to lack of time management because of her marriage and pregnancy. This is because operating a business may be exhausting and require more time than anticipated, and as a housewife, she must balance her personal and professional lives. As a result of her inability to multitask when doing the task, she finds it difficult to maintain consistency.

Next, the other problem faced by Batik Millionaire while conducting business is maintaining an online presence. In business, if a company does not have an online presence, they are already giving up a huge slice of cake that is waiting for them to grab it. This is because, to sustain a business, it needs people to know about it and to provide feedback on what they should do and how they should improve their operations. In the case of Batik Millionaire, it can be seen that the company does not have enough staff to cover all the work required to run their business smoothly, such as a lack of staff to handle their social media.

Other than that, lack of employees in maintaining an online presence also led to loss of revenue because there is not enough staff to interact with the customers in order to guide them when buying the product. Moreover, the decrease in work quality due to a lack of employees is also the reason why the company is having a hard time maintaining their online presence. This is because the more tasks to manage and the less time to work on each task will lead to a decrease in the quality of work. This is due to more customers to handle, and the management will have less time to understand individual customer requirements in order to finish their task. Therefore, they need to hire more staff to maintain their online presence.

After identifying the main problems faced by Iffa's business, there needs to be some alternatives to solve the problems. As we know, her business is experiencing a phase of decline due to the business owner herself, namely Iffa Rahman being inconsistent in running her business. Therefore, discussions were conducted with

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group members to come up with some alternatives that would allow the problem to be solved. The first alternative stated by the business owner herself is to hire more staff. Usually when working alone like Iffa Rahman will definitely do all the work until there is no time to focus on the core aspects of her business. By hiring staff, the business journey is more systematic and managed because each staff member who is hired will do the work that has been set by the owner, such as stocking, serving customers on WhatsApp, uploading photos on business social media and others. This indirectly makes the business more alive, and customers also get good service, and she can focus on the core aspects of her business.

Successful hiring is one of the key factors to operational success for large and small businesses alike. Executives should approach the hiring process as a means to both improve their existing workforce and to secure a candidate who will add long-term value to the organization. (Kerr, D and Balcezak, B, 2011). Hiring staff outside the field of business owners will further grow the business and also, they can also bring new ideas and perspectives in the right direction.

Apart from giving advantages and pleasure to business owners, hiring staff also brings disadvantages. One of the disadvantages is that the cost to be incurred will increase. This is because business owners who previously did not think of hiring staff already have the commitment and responsibility in providing salaries to staff. As we know, a business will do its best to minimize the money coming out of their business account, but to avoid a decline in the performance of their business as a result of the main problem of inconsistency in business, this action is indeed the right action.

Owning and running your own business is a big challenge. It feels like there are a thousand things to do at once every day. This is what happened to Iffah Rahman that mixes personal matters and work matters. One of the alternatives that can be used to keep following the business developments and make the business consistent is to use a scheduling system. This alternative came about due to the main cause of the major problem which is lack of time management. With a scheduling system in a business, it can improve time management. The firm improves their time management and scheduling skills to meet deadlines and improve efficiency at the workplace. (Ching, D. 2014).

This scheduling system is created to guide the business owner to follow all the things that need to be completed. Online task scheduling software quickly shows what is on the list each day and what is coming up in the future. In addition, the advantage of using a scheduling system in the business is to be able to organize tasks according

to priority. This allows business owners to focus on more important tasks or have close deadlines in advance. Disadvantages that will arise such as inflexibility. This is because it is necessary to follow what has been set in the table. Furthermore, it can be stressful because it is too scheduled and inflexible.

5.0 CONCLUSION

In a nutshell, most of the main problems are regarding consistency. Not to argue that being consistent is allowing someone to develop routine and build good momentum as in person. According to John Maxwell, great achievement can be gained slowly over time once small disciplines are repeated with consistency every day. Being consistent is not only regarded to the individual himself but it is also required in a business for running it smoothly where consistency is a must. Basically, the whole findings were focused on the major problems of the Batik Millionaire and came out with the alternatives that may solve the problems. It includes the application of a scheduling system which is to settle down the problem related to the lack of time management. The scheduling system definitely improves the time management since it is created to guide the business owner to follow all the things that need to be accomplished. But it is considered for its inflexibility. Further, the alternative of hiring staff which is also suggested by the owner herself may settle down the problem of maintaining an online presence. Through that, it may cover all the work required to run their business smoothly while at the same time raise the work quality. This is the right action even though they need to adapt with the cost incurred.

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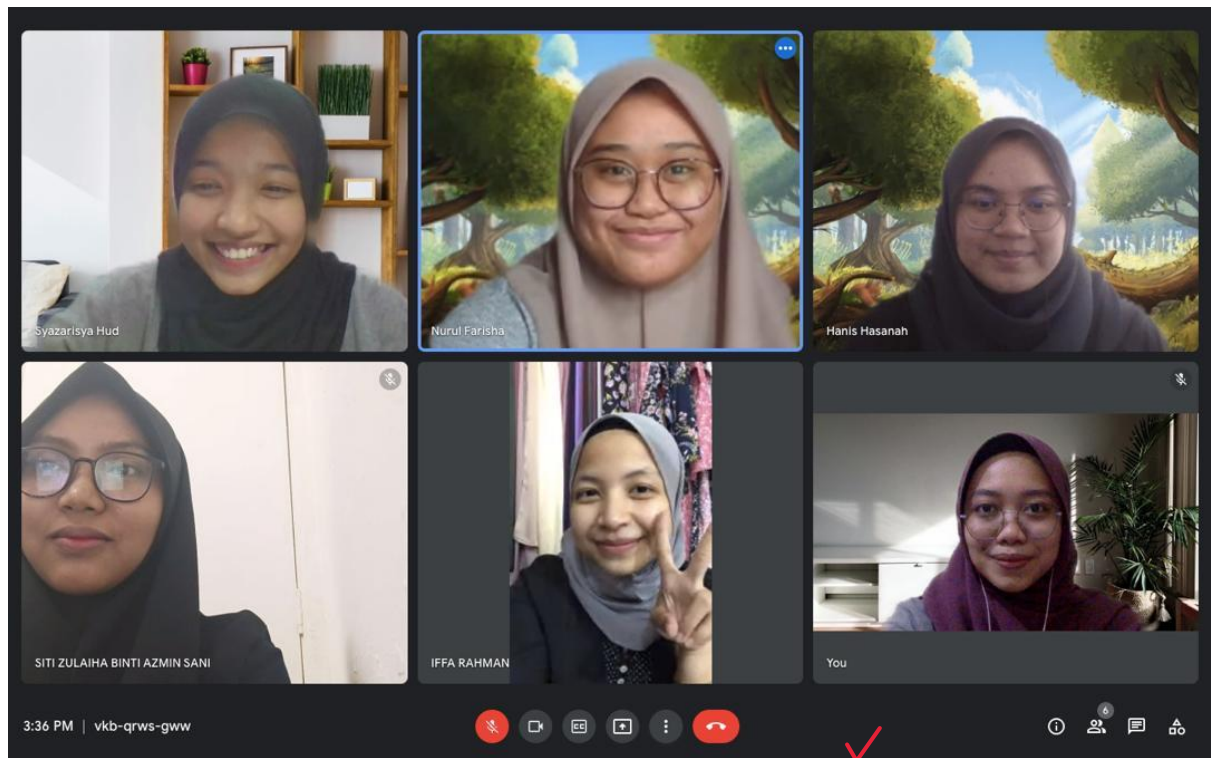
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APPENDIX



Interview Session via Google Meet with Iffa Rahman