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**UNIVERSITI TEKNOLOGI MARA (UiTM) MELAKA KAMPUS
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**PRINCIPLES OF ENTREPRENEURSHIP
((ENT530)
CASE STUDY:K-SHOPPE MART**

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EXECUTIVE SUMMARY

K-Shoppe mart was established by Mohd Baharin Bin Ibrahim. He successful to stay in business mart industry for three years which selling food ,beverages,neccesities and printing services. Located in Alor Gajah , the K-Shoppe mart store was established in the early 2020 in response to emerging trends and the need for food and beverage with low price options. They specialize in selling products such as food and beverage ,necessities, electrical item either from local brand or international brand with varieties of choices.K-Shoppe mart also offered delivery to each residential block after business hour if students order through WhatsApp. As the one of focal mart in UITM Alor Gajah , K-Shoppe mart able to capture student attention. Located in an Jebat Café ,Products come from supplier such as Merison Marketing Sdn Bhd, Boston Trading Sdn Bhd, Hublong Oil & Food Sdn Bhd,that which collaborate with FAMA and MyAgrosis. Customer can also buying K-Shoppe mart through delivery to the residential block with small fee, pick up at the store and K-Shoppe mart also grow his business using telegram. K-Shoppe mart company offer its products at a competitive price to meet the demand of the students in Uitm. Their company vision is to fulfil their customers need and want to make them loyal to K-Shoppe mart . In this report, there are a few problems that K-Shoppe mart company faced which cause K-Shoppe mart not operate smoothly such as lack of talented employees to help reduce the workload as Mohd Baharin who is both the owner and worker. The next problem is, K-Shoppe mart have a lack marketing strategies as Mr. Mohamad Baharin only use WhatsApp platform which has restricted amount of members in a group and only covered 1/3 students in Alor Gajah. Lastly is subject to Seasonal Demand because of the student have period for seasonal breaks for every semester and the target customer are basically students. Based on the major problem, the best problem solving that suitable for K-Shoppe mart to follow up to stay known and attract more customer are by following the recommendation solution. The first solution is, the owner should hire at least one staff by hiring students or hiring outside people to reduce the workload and ensure the business operates smoothly.Second,the business should increase the use of advertising tools through social media platform or subscribe to the university bulletin board to make the business known and attract new customer. Lastly , the owner should Setting aside cash reserves and diversify the products as financial backup plan during the students semester break .

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

As we were required to conduct a case study which is an activity, event or problem that contains a real or usually summaries of real-life business scenarios or fictitious accounts of a business situation or dilemma and hypothetical situation and includes the complexities that would encounter in the business. We had chosen a retail mart named K-Shoppe mart to fulfil the requirement given in the case study. This shop which is in Alor Gajah ,Melaka is provide services by selling foods, beverages, electrical items, personal care items and also provide printing service for students who live and study in that area. This mart operates for 7 days a week from 6pm - 1 2am.

1.2 PURPOSE OF STUDY

This study was conducted to expose the students to the problems that might occur in a business and how to handle them well.By doing this case study we can be exposed to the reality of the business world and can provide an overview to handle business in the future. We get ideas to handle business and know the latest challenges in managing a business. This will benefit us as a student because we need to think critically on how to improve our business in terms of operation, sales as well as marketing.

It equips us to seek out problem-solving opportunities, empathize with others, think creatively, take risks, accept failure as part of the growth process, and appreciate the correlation between hard work and success. Thus, this study is important for us to know what kind of skill we need to be possessed to be an entrepreneur. The case study help us as student to learn entrepreneurship skills from a real entrepreneur. Entrepreneur skills also helps people to empowering their self-discipline since entrepreneurship involves very well in risky and unexpected situations. People who have gone through this kind of training are able to recognize opportunities and also encourages the innovation of running an organization. The existing of business in our life teach us on how to learn to generate income and allocate resources of the organization. As a conclusion,the case study project is a medium to understand more about entrepreneurship.

2.0 COMPANY INFORMATION

2.1 COMPANY BACKGROUND



Figure 1: Company's Name

The company that we have chosen to study about is K-Shoppe mart. It is a small convenience store located inside Jebat Cafe at MARA University of Technology (UiTM) of Alor Gajah branch. This small business is run by Mohd Baharin Bin Ibrahim, who was an Applied Science major aged 40 years old. He came from a family that runs multiple businesses and he naturally has passion of entrepreneurship. Back in 2010, he started the business as a result of cooperation between FAMA and MyAgrosis, which is a club for students who are interested to be agro-based entrepreneur. Their target market is mostly college students, which is why the store is located inside a university. He first operated the store at Dang Merduwati college for 3 years, later moved to Richiamo Cafe for 4 years, Bentara Cafe for 3 years and currently running the store at Jebat Cafe.

The business started out from a cooperation between the two parties, however, since 2020, Mohd Baharin had to continue the business under his own name, which makes it a new business entity from a legal and financial standpoint as a sole proprietorship. This decision was required by UiTM. Therefore, every legal and financial matters was entirely managed by himself at the time.

K-Shoppe mart offers a product mix that includes a wide selection of foods, toiletries and various types of stationeries as well as printing services. Students do not need to worry about running out of these basic items as they could easily get them nearby their colleges. Many students would come to print their lecture notes, exercises and other documents at this store. The price range is depending on the items and services provided, usually less than RM10 for the foods and not more than RM20 for toiletries items. The printing services would depend on the quantity of pages and types of color printing. Delivery service is also provided by the store where Mohd Baharin would perform the job at the end of his shift using personal transportation.

2.0 ORGANIZATIONAL STRUCTURE

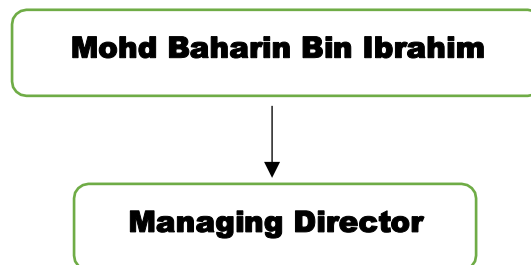


Figure 2: Organizational Structure of K-Shoppe
mart

Organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities include task collection, coordination, rules, roles and supervision. Organizational structure is crucial to every business of all shapes and sizes as it allows a company to operate more efficiently and effectively. It separates employees and their functions into different departments so that the company can manage different tasks at once smoothly. Generally, there are four types of organizational structures which are functional, divisional, flat and matrix structures.

A sole proprietorship has a simple or flat organizational structure as it is owned and operated by a single individual. For K-Shoppe mart, the owner, Mohd Baharin also acts as the manager and is in charge of every matter regarding the business. He is the one responsible for the sales, marketing, finance and operation. Mohd Baharin will be the

decision maker through performing management functions which are planning, organizing, leading and control.

2.1 PRODUCT AND SERVICES

This mini convenience store provides the products and services that students might need from time to time. Majority of the products they sell are food products of various categories such as non-perishable, instant, ready-to-eat, dairy and junk food. Moreover, they have the essential basics for students including toiletries, feminine care products and body care items such as shaver. The printing service provided is a vital service and would be very convenient for students who do not have a printer. Mohd Baharin will stock up the inventories on a monthly

basis, he will have the suppliers deliver the products and payment will be made on terms. K- shoppe builds its trust with customers by maintaining good quality of their products. Food items that have met expiry date will be replaced with new ones.

Illustration	Product Name	Description
Refer to Figure 3.0	Ice Creams	The sheer variety of ice cream available to choose from attracts customers craving fatty foods.
Refer to Figure 3.1	Steamed Buns (Chinese Pau)	K-shoppe signature food, hot savory paus with different flavors including coconut, pandan, chicken curry and chocolate. These buns are kept in a commercial bun steamer to maintain the quality so that customers can enjoy them hot and flavory.
Refer to Figure 3.2	Instant Noodles	Convenient, quick and filling meal for students who want a budget-friendly food.

Refer to Figure 3.3	Basic Essentials & Other Body Care	Basic essentials for college residents which includes body soaps, shampoos, deodorants, toothpastes as well as toothbrushes.
Refer to Figure 3.4	Packaged Snack Foods	People who want to decrease their hunger in between meals can choose snacks to buy from a wide range of brands.
Refer to Figure 3.5	Stationery	School equipment that are needed for students' productivity and efficiency. This includes foolscap paper, staplers, mechanical pencils, files, pens and more.
Refer to Figure 3.6	Printing	Printing services provided where customers can print or photostat documents and books.
Refer to Figure 3.7	Beverage	Variety of packaged beverages available to satisfy customers' thirst.

Table 1: Product Descriptions

2.2 BUSINESS MARKETING AND OPERATING STRATEGIES

2.2.1 BUSINESS STRATEGY

A business strategy refers to the course of actions in which a company aims to accomplish its objectives within a specific business. This strategy concentrates on how a company shall compete in a product or market segment. A well-thought-out business strategy will enhance a company's growth. One of K-Shoppe's business strategies is to address its goals within the marketing and merchandising industry. K-Shoppe may compete with other convenience stores located within the same compound, and targeting

the same audience as well as selling similar products. For instance, Coop Mart and D'Bukit mini store are both located in UiTM Alor Gajah, selling similar essentials for the students and college residents. Therefore, the owner-manager is responsible to implement tactics regarding its operational and marketing strategies in order to attract their targeted customer to purchase from their shop.

2.2.2 Marketing Strategy

Marketing is the action or business of promoting and selling products or services, including market research and advertising. The key to high performance in sales would be a good and well-constructed marketing strategy. Generally, there are 4 types of marketing strategy which are the product, price, place and promotion of a good and service. Since K-Shoppe is operated inside a university, their targeted audience are the students and college residents of UiTM, who are most likely to buy from them. They offer products and services that are relevant and high in demand amongst the students. Typically, the purpose of having these convenience stores in a university is to eliminate the hassle to transport from college to malls to shop for essential needs. In addition, the products and services are offered at a reasonable price and budget-friendly for students. Mohd Baharin advertises the products through a social media application whereby he consistently updates latest products brought to the store.

2.2.3 OPERATIONAL STRATEGY

An operational strategy drives a company's operations, the part of the business that produces and distributes goods and services. Companies without a powerful operational strategy will gradually grow less and lose competitiveness in the marketplace. The business operation of K-Shoppe mainly constitutes three processes: goods acquisition from suppliers, inventory management and delivery. They will aim on reducing cost and maximizing profit by delivering the products to the customers by using a personal vehicle and done in one batch at a time. Besides that, K-Shoppe also maintains the quality and relevance of their products by purchasing fresh buns on a daily basis for instance. Quality

assurance of their food products is promised. That is how they keep their existing customers and maintain a good reputation of the business.

2.3 FINANCIAL PERFORMANCE

Every business aim to obtain profit. A great financial performance will lead to high profit of a company. Increased revenue is one of the most obvious financial goals for any business. Business owners may increase their sales by increasing prices or decrease their costs. Few ways to decrease their costs would be cutting down on overhead expenses such as utility costs as well as reduce waste, obtain lower interest payments and negotiate better contracts. Overall, K-Shoppe generate estimated revenue of RM2700 to RM3500 on daily basis, and about RM81,000 monthly.

3.0 COMPANY ANALYSIS

KEY PARTNER

The partnerships you have with other businesses to ensure the success of your business model are known as key partners. It has partnered with an external group that will supply resources to the company's activities to safeguard the long-term viability of the business. Your supply chain will be the most relevant. Many companies are simply links in much larger value chains.

K-Shoppe was founded as a result of collaboration between FAMA and MyAgrosis. MyAgrosis are a club to provide and open opportunities to students who are interested in entrepreneurship. The MyAgrosis Club Program is a blue ocean strategy (BOS) collaboration between the Ministry of Agriculture and Agro-based Industry (MOA) through the Department/Agency and the Ministry of Higher Education (MOHE) through IPTA-IPTA.

Suppliers are one of the company's most significant partners. Merison Marketing Sdn Bhd, Boston Trading Sdn Bhd, Hublong Oil & Food Sdn Bhd, among the companies that have become suppliers to the business like K-Shoppe mart. The following companies will supply K-Shoppe with stock of sale items for its shop. The companies provide various types of food

products and necessities such as Nestle, F&N, Desa and Spritzer Natural Mineral Water, Johnson, Shurah, Colgate and the rest. The way K-Shoppe obtains merchandise for its shop whether the supplier will deliver it to its location or the K-Shoppe mart will pick it up on the spot. Example such as Gardenia Company, they will deliver the bread to the shop and collect it if the expired bread stock is not sold out.

KEY ACTIVITIES

A company's key activities describe what the company must perform in order for the business model to operate. Any activities that company does with the primary goal of profit are considered key activities. Operations, marketing, production and administration are all examples of business activity. These are the most important actions that company must take in order to be successful.

Marketing

Marketing is a great way for many businesses to generate revenue. It occurs when diverse marketing methods are used by different business sectors to boost profitability. The action of promoting and selling products or services to attract targeted customer that taken by K-Shoppe is to use Whatsapp platform. K-Shoppe promote their sales products in a Whatsapp group consisting all college students. They will keep update their new sales product that come in especially Gardenia bread that has an expiration date.

Receiving orders and payments

K-Shoppe takes online orders in a Whatsapp group to make it easier for students to buy their necessities. This strategy very helpful for students whose college is far from the shop. K-Shoppe also accepts online payments since nowadays in technology era that requires us to be proficient in the use of internet and also helps students if there is no cash in their hand. Besides, the cashless payment can reduce the spreading of COVID-19.

Delivery

After completing the order, K-Shoppe can make delivery to each college and students can take their orders under their respective college blocks. It helps students to save their time who have a lot of assignments do not have to go to K-Shoppe mart to buy their stuff.

Purchasing goods as inventories

The key activities can be producing a product or providing a service and K-Shoppe doing business by purchasing goods as inventories. The process of selling goods and services directly to consumers and it is done through several sales channels in an effort to make a profit.

Sales product

Since their targeted customer was students, K-Shoppe sells necessities of students including in terms of food, beverages, toiletries, laundry items, electronic items such as charger and universal serial bus (usb) and last but not least medicines.

KEY RESOURCES

The resources are required in order to provide value to customers. They are classified as business assets and are required to keep and support the business. These resources are divided into four main categories:

Physical resources

Physical assets is a business assets which items that it owns. Business assets that owned by K-Shoppe including raw material for printing services and a few machines for main business activities.

For raw material, paper and ink are the main raw material for the printing services. In order to maximise customer satisfaction, K-Shoppe used the highest quality paper and ink. The thickness of the paper and quality of the ink will affect the printing quality. K-Shoppe mart

is a focal point for students to print lecture notes and learning materials., therefore printing quality is crucial.

For buildings and vehicles, K-Shoppe has rented a shop located at a cafe close to the student college and the owner of K-Shoppe use his own personal car to delivery all the order to every student college.

For machines, K-Shoppe has a photocopy machine as asset for services printing for note printing and photocopying use. They also have bun steamer as asset in K-Shoppe mart in front of their shop that be used to heat bun until cooked. Another physical asset of K-Shoppe is chiller fridge that used to keep sales product such as food and beverages below the normal room temperature yet above freezing.

Human resources

Human resources is people who make up the workforce of an organization or business sector. For K-Shoppe, the owner or manager of this K-Shoppe is also a staff at his shop. He works and runs his business by himself. Since pandemic, he does not hire any staff but sometimes he is helped by his wife.

Financial resources

Every business model is going to need cash on hand and some lines of credit to keep operations moving. The type of financial resources that K-Shoppe will need is cash. To keep operations moving, K-Shoppe need to pay rent of the shop every year for RM8000 in cash.

CUSTOMER RELATIONSHIP

There are several types of customer relationships including transactional, long-term, personal assistance, dedicated personal assistance, self-service and automated services. Type of customer relationship of K-Shoppe is long-term. This means a long-term and maybe even deep relationship is established between the company and the customer. The customer interacts with the customer on a recurring basis. Since the customers are also students in the nearby area, the students will regularly buy items at the shop. So the relationship between students and the owner of K-Shoppe will be in a long-term relationship.

CUSTOMER SEGMENT

Customer segment is the part in business when as an owner, they need to understand who their target customer are and know what they can offer customer and solve their problems. The following factors were used to determine their ideal customer:

Demographic

The statistical characteristics of human populations such as age or income. For K-Shoppe, their customer are necessarily focused on students as its shop is also located in the area of student residential college. Students do not have and will not go far to other places to find their necessities. The goods also sold are indeed the necessities of a student and provide services which is printing services that are necessary to students.

Psychographics

Psychographic segmentation is the research methodology used for studying consumers and dividing them into groups using psychological characteristics including personality, lifestyle, social status, activities, interests, opinions, and attitudes. K-Shoppe have learned about their customers as known as students. They provide the printing services required by a student because as a student, not everyone can afford to have a printer and some of them need to print all the notes to make it easier for them in study. K-Shoppe also sell goods at affordable price and have a wide selection of goods so students will not go looking for their items in the other shop outside.

Geographic

Geographic segmentation involves segmenting your audience based on the region they live or work in. Geographic segmentation is a marketing strategy used to target products or services at people who live in, or shop at, a particular location. K-Shoppe opened a shop in the UiTM residential college area as a source of income since the area already has a target customer. They just do marketing effortless because the population are largely students. Since the majority of their customers are students, so their action in the business is that they improve the quality of the product so that their target customers choose K-Shoppe as the main shop to buy necessities.

3.1 BUSINESS MODEL CANVAS

Business model canvas is a model that can help the business to reflect systematically on the business model, so that the entrepreneur can focus on the business model segment by segment and it is a great tool in helping to understand the business model.

KEY PARTNERS Supplier	KEY ACTIVITIES Marketing	VALUE PROPOSITION Price	CUSTOMER RELATIONSHIP Long-term	CUSTOMER SEGMENT Demographics Phsycographics geographic
	Receiving orders and payment Delivery Purchasing goods as inventory Sales product	Convenience/Usability Easily accessible stores Variety option of product Fast quality service		
	KEY RESOURCES Physical resources Human resources Financial resource	Quality brand Students' basic schooling needs	CHANNEL Raise awareness Purchase the product Deliver the product (service)	
COST STRUCTURE Cost driven Fixed cost; transportation cost and telephone bills Variable cost; Utility bills			REVENUE STREAM Transaction based revenue Service revenue	

Value Proposition

The value proposition is a segment that is persuasive about the product proposal and why buyers need to purchase the company's products. This also conveys value that is offered to clients in appealing ways in order to persuade them to choose the company's products that fulfil their needs. This value is also proposed to the business, products, and services in order to reassure clients that they are making the best selection among competitors or rivals.

Cost reduction

Customers value the ability to reduce the risks they face when purchasing products or using services from K-Shoppe mart. This automatically relieves buyers of the expense and inconvenience of not having transportation to go buy what they require. As the target customer for K-Shoppe mart is UiTM student, it will also allow them to save their money on transportation because it is located within the university.

Price

Despite the fact that K-Shoppe mart provides a variety of well-known brand products such as Nestle, Gardenia, and others that communicate glad and contented sentiments for students, the price of their goods is reasonable in terms of usefulness for the target customer. Since the target customer is from Uitm students, the price offered is low and affordable. Price of all goods at K-Shoppe mart are always fixed.

PRODUCT	PRICE(RM)
Nestle ice cream cremeria	4.50
Gardenia original classic	3.20
Varieties of pau flavour	1.50-2.50
Printing services	
Black	0.30
colored	0.50
Maggi per pc	1.80

Table 2: Price of selected products

Convenience/Usability

The availability of K-Shoppe mart make it easy to the targeted customers as they cannot easily walk out to find a closer mart. As it can be fulfilling the customer's needed, K-Shoppe mart offers a wide range of product choices that are always outrageous and the freedom of selection that customer can enjoy. K-Shoppe mart also offer delivery products to each residential block to make it easy for students.

Channel to raise awareness

This channel is the first step in the company's plan to raise K-Shoppe mart targeted consumer awareness. K-Shoppe mart utilise Whatsapp and Telegram to promote their product and open a group chat and reach out to all students in UiTM to reach a larger audience. K-Shoppe mart targeted customers will be able to learn how to buy the products, as well as the availability of the products and the service provided throughout the process of receiving the product from supplier. K-Shoppe mart should have completely utilised additional social media platforms such as Facebook, Twitter, Instagram and Tiktok, in our perspective, to further develop the business but for K-Shoppe mart even though there is only two types of social media they use, the demand of the products is high as the targeted customer is fixed, the students in UiTM. K-Shoppe mart may use these platforms to make unique videoclips on how is the business look like, or what type of product they sell, in contrast to emphasise over the product availability, service and the process only. In the case of Facebook, new features have been identified as a way for customers to engage more with the seller. As a result, customers can have a better relationship with the seller, resulting in increased customer satisfactions.

Channel to purchase the products

This channel is when the customer is interested and ready to buy the company's products. K-Shoppe mart open their business in UiTM Alor Gajah, cooperation with FAMA and MyAgrosis. Targeted clients may simply learn about the product that are for sale as well as their costs.

Channel to deliver the products

This channel is about the delivery of business products to customers. K-Shoppe mart owner's himself doing the delivery after the business hours is closed because the owner doing the delivery service inside the university only for the students. The reason why the owner himself doing the delivery himself because he does not have enough staff to take care of the shop when he make delivery.

Revenue Streams

A sales stream is a source of profits or revenue for a company. Before profit was the gain of revenue deducted by cost, which is also known as revenue streams. The income generated by the business is derived from the consumer divisions in the customer segment. In other words, revenue streams are the types of revenue that a company generates through various pricing mechanisms and channels.

Transaction based revenue

K-Shoppe mart maximises profits by offering a wide range of products and services. All profits from product sales are considered cash profits, excluding all other costs and proceeds from sales of goods that are typically one-time customer payments. All the product's prices vary depending on the brand.

Service revenue

By providing a delivery service for students in UiTM with cheap delivery fee charged, this will make K-Shoppe mart earn additional revenue as some students may be unable to visit K-Shoppe mart due to their busy schedules, far distance from residential block and lack of transportation. The delivery service of the product will be directly right to the residents' college. K-Shoppe mart also offers printing services to students who require additional materials for their assignments.

Cost Structure

This last section outlines all of the costs and expenses that the company will incur while running the business. It serves as a baseline or reference against which the company can make decisions about whether or not to proceed. The cost structure is divided into two major categories; cost-conscious and value-conscious.

Cost-driven

Because their target customers are students, youths, and young people with low financial resources, K-Shoppe mart employs a cost-driven strategy. A cost structure that focuses on cutting product costs to the greatest extent possible is known as cost-driven.

Fixed cost

Transportation Cost – The transportation cost is calculated based on the fact that K-Shoppe mart use a delivery service for delivering their product to their customers. Under the transportation cost, the delivery fee will be charged by the customer either by cash or transfer.

Telephone Bills – K-Shoppe mart utilises the telephone bills in order to able to contact with the customer through social data by using the internet plans service as the customer will place their order through WhatsApp and Telegram because the apps are only easily accessible with internet.

Variable cost

Utility Bills – Utility bills such as electrical bills are considered because of the use of machinery such as lamps, refrigerators, commercial bun steamer and printer.

4.0 FINDING AND SOLUTIONS

4.1 MAJOR PROBLEM AND SOLUTION

Our research and analysis suggest that K-Shoppe mart is a store managed by a small business owner-manager for the principal purpose of furthering personal goals, that is, obtaining increasing revenue each year. Although the business owner, Mohd Baharin, has another store managed by other person at another location, K-Shoppe mart is the main business that he is running. Therefore, the revenue of the store contributes to his major source of income and consumes the majority of his time and resources. We have spotted a few problems and its solutions within the business after further inquiries with the owner which are:

1. Time Commitment

Running a sole proprietorship definitely requires personal sacrifices and a huge time commitment. A sole proprietorship would be a popular option among passionate entrepreneurs who want the easiest path in a business world. Not only that it is the easiest to set up and dismantle in terms of regulation, it is also fully owned, operated and usually wholly financed by one person. In the beginning of venturing into a small business, more often that not the business owner has to work long hours to build their venture from scratch. Furthermore, one of the main issues with running a sole proprietorship is the lack of employees. This results to the owner managing all of the operation activities. Hence, Mohd Baharin has to devote his time and often had to bring his kids together with him while operating the store. Usually during peak hours, students and other customers had to bear with a long queue during payment since there is only one person in charge of the payment counter. This leads to frustration and discourage other potential customers who would want to purchase from the store after considering the time they have to sacrifice for the queue.

Mohd Baharin would not have much breaks between operation since there are always customers coming in the store. He must be fully aware of his customers activities in the store since the store is posed to high risk of theft as there is no other employees monitoring

the store. Even though security cameras are installed in the store, this does not prevent theft cases from happening. This shows how he has to fully commit to his business. He may not be able to take regular leave since there will be nobody to operate his store. Closing the store will only interrupt his regular sales flow. He deals with customers, suppliers, manages inventories and does delivery on his own at the end of the operating hour. All of the burden of operation is on the owner.

Solution:

From our perspective, one of the best strategies to deal with the issue above is to hire employees. It can be on a permanent or a temporary basis. Mohd Baharin may employ at least a college resident or a student to help him operate and monitor the store, this would put less operation burden on him. At the same time, this can also be an opportunity for students who would want to earn extra income while studying. As for a long-term basis, the owner may employ outsiders or non-residents who will not be affected by the semester breaks and may commit to working full-time as compared to student employees. This will result to an increase in his financial expenses but it will definitely ensure a smoother operation of the store. The employee should be given certain benefits to ensure that they feel valued, respected and appreciated. According to Harvard Business Review, Research shows that this increases productivity. In one study, 93% of employees who reported feeling valued said they were motivated to do their best at work.

2. Lack marketing strategies

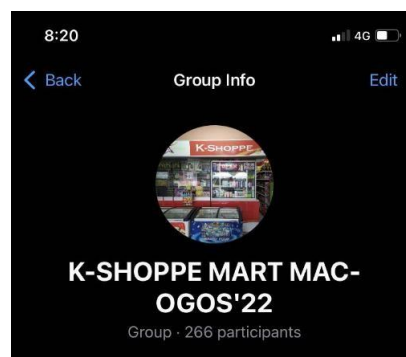


Figure 4: K-Shoppe mart's Advertising Medium

After conducting our research of the business, we have found that the owner does not use many kinds of advertising tools for his business. He only promotes his store products through a WhatsApp group chat, which is not known by many. Only certain people are aware of the existence of the group chat. People who wish to enter the group may only be able to do so if they have the link to it. The group chat is based on a batch basis according to each semester. As shown in Figure 4, for this batch of March-August 2022, there are only 266 participants up to the month of May. That is barely one-third of the total students and college residents in UiTM Melaka. Despite not having many competitors in the University compound, we still believe that K-Shoppe must improve and put in more efforts into advertising their store amongst the students and other potential customers in order to scale up their business.

Solution:

In our judgment, to scale up the business, the owner must make use of every online advertising tool possible. Mohd Baharin may use social media network such as Facebook or even subscribe to the University's bulletin if any. This will create more engagement and gives exposure of the business to the targeted audience. In this digital age, almost every business owner has at least a Facebook account where they market their products and services. It is also a vital social media platform amongst students to get latest information. Therefore, we highly suggest that the owner create a Facebook account to advertise their products and announce their newly brought-in product updates instead of merely depending on a Whatsapp group chat to promote their business. By having a Facebook account, they can have more followers and be even more creative of their content using all the advertising tools on Facebook. According to social media selling statistics research, more than three-quarters of those using social networks in the sales process have better results than those who rely on more traditional sales methods. Additionally, subscribing to the University bulletin is crucial to provide exposure to the store. Not only that it targets their specific audience, which is the students of the University, it is also a way to make their business stand out from the others. However, by doing so, the owner may have to spend more on proper subscriptions of advertising tools and sacrifice more time for marketing rather than operating the store alone.

3.Subject to Seasonal Demand

Running a business in the University compound would mean that the business is subject to seasonal demand since there are semester breaks for their primary audience, the students and college residents. During the time of semester breaks, which may last up to three months, the store may not be able to generate sales or any income. This is because there is less to no demand at all. Their targeted customers are mainly the students and college residents, who will be returning home during semester breaks. Moreover, outsiders are not allowed in the University compound. The only people left around are the staff residents, which is the minor population of the University compound. However, these people would most likely opt to shop at the malls and other big convenience stores. Hence, the store will not be able to sustain months of low demand.

Solution:

To counter the effect lower demand on the business' profit margin, the owner may take an approach to diversify his business. He should research and develop a new product or service that provides additional streams of revenue. He should develop new items such as fresh food to go which is suitable for students who are in a hurry . For example, sandwiches, baked good bread, dessert ,cake in a cup and others. K-Shoppe may provide printing and delivery services outside of the university compound. The owner can still explore the marketplace out of their operating area and put in extra effort to gain additional revenue. He can also offer attractive discounts to customers who buy in the offseason. According to Forbes, offering discounts and promotion is include in 10 great ways to attract customers. Studies show that the offering of a coupon or discount can dissuade consumers from searching for the same product elsewhere. This is because discounts create a sense of urgency to purchase, which distracts shoppers from looking for other options.

Other than that, the owner shall manage his business' cash. He should reduce expenses as much as possible and start setting aside a percentage of income in a reserve account to avoid from being financially vulnerable during the off season.

5.2 ADVANTAGES AND DISADVANTAGES OF THE SOLUTIONS

SOLUTIONS	ADVANTAGES	DISADVANTAGES
Hire employees	Lessen the burden of operation on the owner and the store can operate even with the absence of the owner during urgent times.	The owner has to be willing to increase expenses by paying a minimum salary for the employees including thriving times.
Increase the use of advertising tools through social media platform	Increase market reach, including external market outside the Uitm and sell and promote products and services .	To use the proper advertising tools, it may require extra expenses and the owner has to spend more time on marketing by himself.
Subscribing to the University bulletin	Provide exposure to the store to the students and lectures.	Not all students and lectures pay attention to university bulletin and feedback may be disproportionate to the capital issued.
Diversify the business	Provides additional streams of revenue to survive during Offseason by developing new products or expand cover area of business.	The owner might have to invest extra capital for the additional services provided. To increase the cover area of the business will cause the workload to increase and the business will not run smoothly unless the owner hire more workers

Setting aside cash reserves	To avoid financial difficulties during offseason.	The business may not be taking full advantage of the opportunity to invest more funds in growing its business.
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6.0 CONCLUSION

The conclusion for this case study, K-Shoppe mart are the place where people come to buy necessities product and enjoy the foods. It really important for the owner to meet the customers wants and needs. Also at the same time, the mart has to prepare a good and excellent customer service. Mart is a place where people can choose the products to purchase and pay for it. In order to unlock the achievements, the mart must play roles in ensure that the products stock available and varieties product available for customers. K-Shoppe mart has reach that satisfaction level because most students repeating order to the mart and leave a warm and good feedback. Other than that, in order to increase satisfaction and attract more customer, K-Shoppe mart need to solve the problem that stated earlier. K-Shoppe mart also have to always keep update with what trending nowadays and do more marketing strategy to attract the customers. K-Shoppe mart could achieve the objectives and goals if they do follow the recommendations for the problems.

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8.0 APPENDICES

Figure	Details	Images
3.0	Ice Creams	
3.1	Steamed Buns (Chinese Pau)	 

3.2	Instant Noodles	
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3.3	Basic Essentials & Other Body Care	
3.4	Packaged Snack Foods	
3.5	Stationery	