



## DAIE KREATIF

### CASE STUDY: COMPANY ANALYSIS DAIE KREATIF VENTURE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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## EXECUTIVE SUMMARY

Daie Kreatif Venture is a newly established publication company. It can also be considered as a startup because it has been only three years since Daie Kreatif Venture opened which in April 2017. Daie Kreatif Venture was founded by two popular da'wah comic book artist who are Siti Nur Syuhada binti Mohd. As'ri and Bahrul Ridzwan to create more da'wah comic books and bring it to market. They combine their savings money which total of it is RM8000 to established Daie Kreatif Venture. Daie Kreatif Venture started their business from home. Daie Kreatif Venture only have online bookstore shop at Facebook and Shopee to do their business as they still do not have office or physical store till today. Daie Kreatif Venture all comic books that they sell at rent room. They opened drawing classes for cartoonist during early stage of their business and sold the comic books at event like Kuala Lumpur International Book Fair (PBAKL). However, now they started selling the Islamic and da'wah comic books at their Facebook page. They also opened Daie Kreatif Venture online bookstore at Shopee starting second half of last year. At first, Daie Keatif Venture sell da'wah comic books that published only by them, but now they also sell da'wah comic books published by other publication company such as Iman Publication, PTS Publications, Sentap Press and Galeri Ilmu. Although Daie Kreatif Venture's online bookstore shop at Facebook and Shopee are opened every day, shipping of customer items can only be done on Monday to Friday. This means Daie Kreatif Venture accept customer's order and do the packaging of client's item every day, but they ship the items only on weekdays. Along the year of the business establishment, Daie Kreatif Venture faces a lot of problems and obstacles, and the major problem that faced by them is they do not have an accountant to check on their cashflow. They should hire an accountant to facilitate the financial matters of the company in term of printing, the sale, the revenue and the cashflow of the company to solve this problem. Other than that, there also no guidance from the owner of the Daei Kraetif Venture as the owner has her own permanent job. To solve this problem, Daie Kreatif Venture should appoint a Chief Executive Officer (CEO) so that the CEO can make decision, can help to smoothen the process from printing to selling the comic books and also can guide the company to grow into big and successful business. ✓

## **1.0 INTRODUCTION**

### **1.1 Background of study**

- To find out what is Daie Kreatif Venture company
- The truth behind the da'wah comic book published by Daie Kreatif Venture
- To know what Daie Kreatif Venture are specialize than other publication company.

### **1.2 Purpose of the study**

- To learn the company background of Daie Kreatif Venture.
- To analyze the SWOT (Strength, Weaknesses, Opportunity and Threats) of the company.
- To identify business problem.
- To suggest recommendation and improvement.

## 2.0 COMPANY INFORMATION

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### 2.1 Background

Daie Kreatif Venture is a publication company that was firstly opened in April 2017. It has been about three years since Daie Kreatif Venture entered business world. The owner of Daie Kreatif Venture is Siti Nur Syuhada binti Mohd. As'ri. Daie Kreatif Venture is started by two popular da'wah comic book artist who are Siti Nur Syuhada binti Mohd. As'ri and Bahrul Ridzwan. Their pen names are Imanimex and Abeben. At those times, both plans to increase Islamic and da'wah comic books in Malaysia as there are too many useless comic books that do not benefits readers. As a result of their business idea, they opened a publication company named Daie Kreatif Venture. They combine their savings money which was RM8000 and used it to open Daie Kreatif Venture. They start opened their business from home. The company is registered at Kelantan which is hometown of Siti Nur Syuhada but the business operation is at Selangor, where the sales manager, Wan Mohamad Iqbal reside. The current owner of Daie Kreatif Venture is Siti Nur Syuhada binti Mohd. As'ri (Imanimex) after the previous owner who is Bahrul Ridzwan (Abeben) left Daie Kreatif Venture to open his own publication company which is Abeben Studio.

Daie Kreatif Venture still do not have office or physical store till today, but they have online bookstore shop at Facebook and Shopee. So far, Daie Kreatif Venture only had rent a room to store all comic books. In early stage of business, they opened drawing classes for cartoonist and then sell the comic books that they published only at event like Kuala Lumpur International Book Fair (PBAKL). They would open a booth at the event and start selling the comic books that published by their company. However, they realized that Daie Kreatif Venture is not growing further by only depending on sales from events. Moreover, the COVID-19 pandemic has caused many events to be cancelled or postponed due to Malaysia's government-imposed restrictions of large gatherings. Therefore, they started selling the Islamic and da'wah comic books at Facebook page. They opened Daie Kreatif Venture online bookstore at Shopee starting second half of last year.

Daie Kreatif Venture has a lot of mission when they start this publication company. Firstly, they want to spread da'wah through comic books. Secondly, they want to increase Islamic and da'wah comic books in the book market. Thirdly, they want to push Daie Kreatif Venture's cartoonist to go and advance further in comic industry. The purpose of building Daie Kreatif Venture was none other than to seek the pleasure of Allah S.W.T. These days, there a lot of useless comic books that raise conflicts and disturbances in the child's mind,



consist of violent and black comic books that influence the mood of readers causing anxiety and depression. Therefore, Daie Kreatif Venture want people from all age to read da'wah comic books that have moral values.

## 2.2 Organizational structure

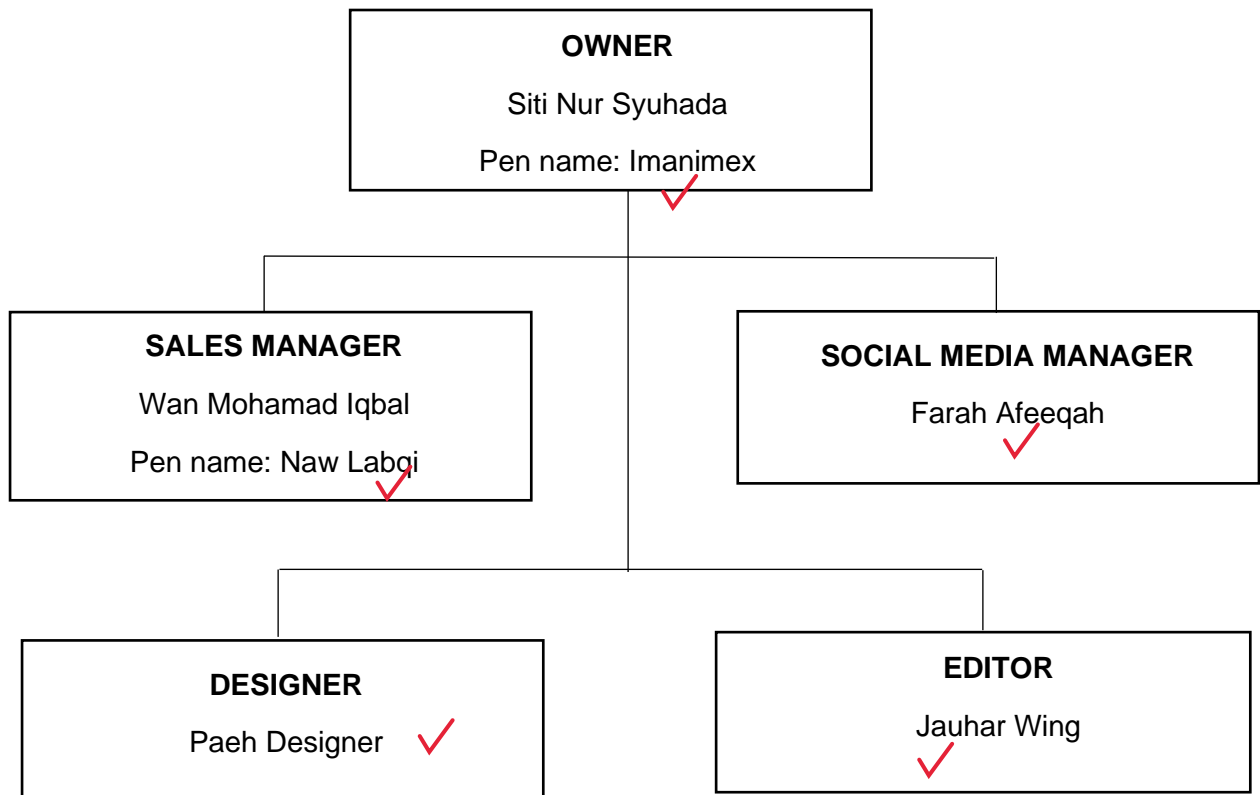


Figure 1: Organizational structure of Daie Kreatif Venture

As Daie Kreatif Venture is only a small company, their organizational structure consists fewer employees. The owner of Daie Kreatif Venture is Siti Nur Syuhada (Imanimex). She is the founder of the company together with Bahrul Ridzwan (Abeben). She is a popular da'wah comic book artist. Even followers of Imanimex's Facebook Page are more than Daie Kreatif Venture's Facebook Page. Even though she is a popular comic book artist, her job as a cartoonist is only a part-time work. Her permanent job is working as a teacher at private primary school, Sekolah Integrasi Teras Islam (SRITI), Jeli, Kelantan. The previous owner of Daie Kreatif Venture, Bahrul Ridzwan (Abeben) also not a full-time comic book artist. He wants to be a full-time da'wah comic book artist, but he unable to do so because he needs to work at Petronas until he fully served his scholarship payback. Until then, he can only work as part-time comic book artist.

Next, Daie Kreatif Venture only has four employees aside from owner. Two of them are permanent employees and the other two are part-timer. The sales manager of Daie Kreatif Venture is Wan Mohamad Iqbal. He handles the sales and promotion of products. Besides, he manages Daie Kreatif Venture online bookstore shop at Shopee and handle Daie Kreatif Venture business account WhatsApp. He also the one that ship comic books to customers and make poster. In addition, he also a comic book artist at Daie Kreatif Venture. His pen name is Naw Labqi. He has only created one da'wah comic book so far while working at Daie Kreatif Venture. The social manager of Daie Kreatif Venture is Farah Afeeqah. She handles both Facebook Page and Instagram account owned by Daie Kreatif Venture. She promotes comic books that sell by Daie Kreatif Venture at both platforms. Her duties also include choose comic strip or short comic which is done by Daie Kreatif Venture's cartoonist and post it on Facebook Page and Instagram account. Designer and editor of Daie Kreatif Venture are part-timer. They work for Daie Kreatif Venture only when there is a job for them which means only when a new comic is created.

### 2.3 Product / Services

There are 20 comic books that had been published by Daie Kreatif Venture. There are comic books that they do not reprint anymore and there are comic books that postpones reprint. Before, Daie Kreatif Venture only sell the comic books that published by their own company, but now they also sell Islamic and da'wah comic books that consist of many different publishing companies such as Iman Publication, PTS Publications, Sentap Press and Galeri Ilmu. Daie Kreatif Venture also have delivery service but only for customer that lives near to Gombak, Selangor. Customer's order is mostly delivered to them by Pos Laju. Daie Kreatif Venture's target customer is readers aged 6 to 18 years old. However, the comic books also suitable to read by all ages as long they know how to read.

1	B1	BADAI 1	RM 10.00
2	B2	BADAI 2	RM 10.00
3	B3	BADAI 3	RM 13.00
4	B4	BADAI 4	RM 15.00
5	B5	BADAI 5	RM 20.00
6	KI1	KOMPILASI IMANIMEX 1	RM 22.00
7	KI2	KOMPILASI IMANIMEX 2	RM 22.00
8	AMBV	AMBIVERT	RM 6.00
9	RAPUH	ANDA IKU RAPUH DALAM LANGKAH	RM 6.00
10	HPPY	HAPPINESS IS..	RM 6.00
11	BBCBDJ	BUKAN BERKHUTBAH	RM 6.00
12	TNN1	TARBIAH NO NAMIDA #1	RM 25.00
13	tnn2	TARBIAH NO NAMIDA #2	RM 25.00
14	1437	INK RAMADHAN 1437	RM 6.00
15	1438	INK RAMADHAN 1438	RM 6.00
16	STS	SANTAI TAPI SAMPAI	RM 12.00
17	TRVL	TRAVELOG LONDON	RM 12.00
18	PRFCT	PERFECT	RM 15.00
19	HA	HAJARI AKU	RM 12.00
20	MYT	MUSLIMAH YANG TERCEMAR	RM 15.00

Table 1: List of comic books that published by Daie Kreatif Venture

## 2.4 Business, marketing, and operational strategy

The sales manager of Daie Kreatif Venture, Mr. Wan Mohamad Iqbal shared the process of creating comic books at Daie Kreatif Venture. Firstly, artist will write the plot that gives the story its direction. Then, the artist will make a rough sketch of each page, which called a thumbnail. The thumbnail helps the artist decide how each scene should be depicted, and how the different scenes should be arranged on the page. Daie Kreatif Venture will first check if the plot complies with characteristic features that they wanted for their published book and have market value. Only after Daie Kreatif Venture approved, the artist can start draw the comic. The drawing process usually takes about 6 months depending on artist's capabilities. The artist can also collaborate with other comic book artist to speed the drawing process. After artist finished drawing, editor will play his role to check any spelling and grammar mistakes. Next, designer will design the front and back covers of the comic book. Lastly, Daie Kreatif Venture will print 500 to 1000 comic books depending on their budget. They will print at printing company.

Daie Kreatif Venture promotes their products and da'wah comic book published by other company at two social media platform which are Instagram and Facebook. They post promotion that includes combo set of da'wah comic books. They also do a discount on special days and Islamic celebrations such as Mother's Day, on Ramadhan month, and Eid Mubarak. Next, as Daie Kreatif Venture now operates mostly through online, they can receive customers' orders everyday and anytime. However, they can only start shipping on weekdays. Even though customer order comic books on weekend, they have to wait more longer because the shipment can only be done on weekdays.

Monday	Receive order from customers and ships customers order
Tuesday	Receive order from customers and ships customers order
Wednesday	Receive order from customers and ships customers order
Thursday	Receive order from customers and ships customers order
Friday	Receive order from customers and ships customers order
Saturday	Only receive order from customers
Sunday	Only receive order from customers

Table 2: Operational hours of Daie Kreatif Venture (DKV)

## 2.5 Financial achievements

The financial statement for Daie Kreatif Venture is not specifically stated as there are no employees that have knowledge in accounting. The cash flow of the company is also a mess because it has been while they make records of cash flow. However, since they start opened Daie Kreatif Venture online bookstore at Shopee last year, they can easily monitor cash flow records of company as there is accounting system. The greatest financial achievement that Daie Kreatif Venture has achieved so far is their total sales at Kuala Lumpur International Book Fair (PBAKL). The total sales for the comic books are RM40,000 during 10 days of Kuala Lumpur International Book Fair on 2019.

### 3.0 COMPANY ANALYSIS



Table 3: SWOT Analysis Template

Internal Strength (S)	Internal Weakness (W)
<p>1) Variety of style ✓</p> <ul style="list-style-type: none"> <li>• Various types of books or comics to buy.</li> <li>• They also supply these books to regular buyers or schools.</li> <li>• In addition, they can appeal to comic readers of all ages.</li> </ul> <p>2) Good service ✓</p> <ul style="list-style-type: none"> <li>• Replacing the wrong book sent to the customer.</li> <li>• Repay or give a discount to the customer.</li> </ul>	<p>1) Problems printing new books. ✓</p> <ul style="list-style-type: none"> <li>• They have no space to store books that have been printed.</li> <li>• Not enough money to print the book.</li> </ul> <p>2) Financial affairs ✓</p> <ul style="list-style-type: none"> <li>• They have no fixed financial accounts.</li> <li>• There is no one to manage the financial account.</li> </ul> <p>3) Individual challenges ✓</p> <ul style="list-style-type: none"> <li>• They work alone.</li> <li>• They also have no office.</li> </ul> <p>4) No direction ✓</p> <ul style="list-style-type: none"> <li>• No guidance from the boss.</li> <li>• They themselves had to continue the direction of the company.</li> </ul>

Opportunity (O)	Threat (T)
<p>1) Diversification Strategy</p> <ul style="list-style-type: none"> <li>● Introducing many new products to its range.</li> <li>● Learning what customers want and where the industry is going.</li> <li>● Can hire an accountant.</li> <li>● Can rent a place to store all the books.</li> <li>● Can create the own website for the company.</li> </ul>	<p>1) The threat of financially unstable costs.</p> <ul style="list-style-type: none"> <li>● Competitors among other companies.</li> <li>● choose the right target</li> <li>● Profit Margin.</li> <li>● Changing Reading habits.</li> </ul>

Table 4: SWOT Analysis of Daie Kreatif Venture (DKV)



### 3.2 Strength

Strength of the Daie Kreatif Venture (DKV) which has been operating for 3 years after they started the enterprise since April 2017. In addition, based on the critical and unique fundamentals that can make them continue to reach their true level till now even if they themselves do not have a company. First of all, the books sold by them although not well known or known to the public but the way of providing the quality and quantity of all its products and services is very good.

In addition, Daie Kreatif Venture (DKV) also sells various types of dakwah books and comics to be marketed or sold to the public. The books are provided very high quality and printed by a good printing machine although not printed by their own company. Daie Creative Venture also supplies their products to individual buyers as well as for schools.

So, who reads the book or comic? In their own opinion, the target customers to read the dakwah comics are teenagers, children aged 6 years to 18 years and above. For them too, the dakwah book or comic is also suitable for those of various ages, as long as they are good at reading.

Moreover, a report on graphic policy using data from Facebook shows that there is a more equal split between men and women in the number of people who identify themselves as comic book fans. With a new group of potential fans, the future of comic book sales will be successful.

Finally, Daie Kreatif Venture (DKV) can also be said to be very responsible, and they run a very good service. Because, if they send the wrong book or comic, they will continue to message their customers to ask about the book they sent wrong. In addition, they give a discount for the book to their customers and exchange it back with postage that the party (DKV) bears.

Even if they sent the book by mistake, customers are still satisfied with the service provided by the party (DKV) by replacing the book. This raises their spirits when customers never give the lowest rating at least they get 4 stars.

### 3.3 Weakness

The problem often faced by Daie Kreatif Venture (DKV) is when they want to print their new book. Because they do not have enough models to print their new book or comic. Here for them it is very challenging when they have to figure out how to get the money enough to print all those books. Sometimes they have to borrow money from the boss's before or use their own model. For them, usually if they print the book or comic in small quantities in 500 copies, it will be a little cheaper. However, the cost for 1 book becomes high and their profits become a little. Not only that, they also do not have space to store the books that have been printed. For them, the solution is they have to collect money first, then they will rent a storage room. And that, they also do not hesitate to print 1000 the manuscript. ✓

Next is financial matters. At Daie Kreatif Venture (DKV) they have no one to manage their financial accounts. In addition, they are also unsure of their accounts for the next 2-3 years. For them it should be from the beginning of the company they should make a proper about the financial account, but they have no expertise. When it has lasted 2-3 years their business becomes more difficult because for them to hire accountants, to pay taxes is not enough for their model. For them to calculate net profit is very difficult. ✓

Next, individual challenges. Indirectly they have to work alone because they themselves have no company and no colleagues. However, sometimes they have no motivation and themselves who have to motivate themselves. Also, if sales are not much, they have to think about it themselves. For them when alone, the spirit of da'wah is diminishing and each with their own work and life. ✓

Lastly, the challenge of direction. Since they live far apart, and each has a real job. For them, the company is difficult to move forward because without guidance from their boss. The challenge is, they themselves need to set the direction of the company. They are confident that with this effort, just no one is willing to focus on making this work. ✓

### 3.4 Opportunity

Like other companies, Daie Kreatif Venture (DKV) should have the opportunity or short-term planning that should be considered to grow their company in the future. For them, Daie Kreatif Venture (DKV) should expand their sales of books or comics like to Indonesia, Brunei and Singapore. In addition, they also plan to create their own website for this Daie Kreatif Venture (DKV) company. This is to make it easier for them and also fans of dakwah comics to find these books with the website. In addition, their company must take employees for the accountant division, this is to facilitate the company's financial affairs in terms of buying and selling books, to pay taxes and take into account net profit and others. In addition, they also plan to rent a shed for the storage of their printed books. This will make it easier for them to continue printing more copies without thinking about the problem. ✓

For long-term planning, Daie Kreatif Venture (DKV) company must find or appoint a CEO for the management division to further develop Daie Kreatif Venture (DKV) and further develop this company. In addition, the presence of with the CEO management company Daie Kreatif Venture (DKV) can be known by the public, especially from those who like to read these dakwah comics. ✓

Besides that, Daie Kreatif Venture (DKV) should get at least 1 office for their employees. Where they can get together and also be able to work with colleagues. Next, they can also share their ideas for writing books and also they can make seminars or workshops in the office. Then, the painters can also exchange ideas and views with each other. They have been working only from their homes or family homes. In fact, for them it is not a very fixed plan but more to their dreams and ambitions. ✓

### 3.5 Threat

The threat of financially unstable costs to the economy will be a major challenge for Daie Kreatif Venture (DKV) to generate poor profits from the product. Next, is extreme competition at the moment, with the competition of content available on the internet, book publishers have the challenge to ensure that their book is in focus. ✓

Book publishers, therefore, need to select a manuscript with a unique typeface and content. It is difficult for publishers to develop a plan to be relevant in the digital space to counter the competition confronted by authors and publishers. It is not an easy task to increase the book's visibility. ✓

For each book and each author, there are many potential readers and buyers. It is vital for the fight against the competition to choose the right target audience. Promoting the book is very important for survival in the digital landscape, with the right perspective. The content needs a profound understanding of the particular audience they are targeting to ensure it is relevant. Next is Profit Margin, to stand out among the competitors, the price of the products must be lower and thus lead to the problem of less revenue generated.

Current technological advances such as the internet, tablets, and so on have formed the habit of reading and learning at the greatest level. Readers may get tired when reading books on the screen consistently. So you can also make a summary of the book and reach a wider audience. By doing this it can ensure that there is no severe decrease in the number of people reading your book. ✓

## 4.0 FINDINGS AND DISCUSSION

### 4.1 Financial unstable

Daie Kreatif Venture have issues with money when they want to print their books or comics. They do not have any place to store the books after printing. They need to use their own money first to print out the books. This can affect the staffs' salary. First, they need to hire an accountant to check on the cashflow of money by the company. This is to ensure that the money flow is balance. Currently, the company opened their online bookstore at Shopee which hopefully can manage to overcome their financial problem.

### 4.2 Lack of staffs

The company do not have an accountant to check on their cashflow. They should hire an accountant to facilitate the financial matters of the company in term of printing, the sale, the revenue and the cashflow of the company. Other than that, they need to check on the management. As for now, they are no guidance from the boss. They can appoint a Chief Executive Officer (CEO) so that they can make decision easily by getting the help from CEO and it can help to smoothen the process from printing to selling the books.

### 4.3 Marketing strategy

Daie Kreatif Venture is currently selling their books online at Shopee. It is much easier if they create their own website and fans of their books can read and buy it from their website. Other than that, it can help to increase their popularity so that fans all around the world especially the neighboring countries such as Singapore and Indonesia can buy the books or read it directly from their website. We are aware that during pandemic now, people rarely go out to buy books or necessity. They always buy it online. So, they can implement it so that it is easier for buyers to buy and read their books. ✓

## 5.0 CONCLUSION

We were able to learn and get a better knowledge of the company's structure via the case study of Daie Kreatif Venture. Aside from that, we were able to fully comprehend and understand the company's strategy and handling the client. The Daie Kreatif Venture Company is a small to medium-sized business. Specialized in the creation and composition of a dakwah book. We have mentioned numerous enhancements and countermeasures inside this case study that will enable us to boost and the Daie Kreatif Venture towards their own development and solution to their issue. All the methods and countermeasures mentioned are the result of online study and the advice of our lecturer. As a result, the sources of the problem-solving solution are dependable and trustworthy. We also mentioned the difficulties encountered by the Daie Kreatif Venture throughout this case study, with the problems described here usually reflecting the same problems faced by other manufacturing industries. We hope other manufacturing sectors will be able to address their company's issues using this method. We certainly hope that our case study here will be able to demonstrate and somewhat expose others about the challenges, issues, and solutions encountered by the printing and design industries, as well as the remedies or countermeasures faced by the business offers the same kind of services. ✓

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## 7.0 APPENDICES



Figure 2: Collection of 'Badai' da'wah comic books series drawn by Abeben, previous owner of Daie Kreatif Venture



Figure 3: Collection of Imanimex comic books drawn by current owner of Daie Kreatif Venture, Imanimex or Siti Nur Syuhada





Figure 4: Collection of 'Tarbiah No Namida' comic book series



Figure 5: Daie Kreatif Venture's most popular da'wah comic book, Perfect



Figure 6: 'Andai Ku Rapuh Dalam Langkah' and 'Happiness is...' are drawn by designer and sales manager of Daie Kreatif Venture



Figure 7: Da'wah comic book titled 'Muslimah Yang Tercemar' drawn by Imanimex





Figure 8: 'Ambivert' and 'Hajari Aku' drawn by Jauhar Wing, editor at Daie Kreatif Venture