



اَوَّلُ دَرَسِيَّتِي تَتَكُونُ لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

M NADZRI MORSHIDI

COMPANY ANALYSIS

“NADZRI MORSHIDI – BAJU KURUNG”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY AND PROGRAMME: FACULTY OF BUSINESS AND MANAGEMENT - (BA243)

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**PROJECT TITLE : REPORT ON CASE STUDY TO NADZRI MORSHIDI -
BAJU KURUNG**

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EXECUTIVE SUMMARY

This report is focus on a case study of the business Nadzri Morshidi who is designer and online seller of Baju Kurung. His business is located at R-02-16, Emira Residence & Retails Jalan Akuatik A13/64A Section 13, 40100 Shah Alam, Selangor. For this purpose, we had an interview session with the owner about the business information and SWOT analysis to put in our case study report. Learning the current condition about the Strength, Weakness, Opportunity and Threats can help to develop strategies in the business. Findings and discussion also important tools for better planning and it's a kind of brainstorming to make a success business in the future.

The strategy to enhance the technology and marketing of the business is a very critical thing because there are many of competitive nowadays and the business must try a new methodology to stay longer in the market value. Besides, the problems findings from the business by the SWOT analysis and how the owner come out the solution to manage and solve the problems.

1. INTRODUCTION

1.1 Background of the Study

Principles of Entrepreneurship (ENT530) is a subject that needs to be taken by the entire student in UiTM who further their study at bachelor level. This subject is entitled to introduce the current business industry towards the student. Besides, this subject will taught the students on how to start and run their business if one day they are willing to set up a business. It is important for the students to gain knowledge and skills in this developed era. To make the case study success, students are required to do an interview with any company or business to find the problems that occur in that business and find the solution about it.

The case study was conducting to "Nadzri Morshidi – Baju Kurung" which is this business provide design and sell many types of Baju Kurung such as baju kurung, baju kebaya panjang, baju kebaya pendek, baju kedah dan baju kurung Pahang. In this case study, we need to use the SWOT analysis and Business Model Canvas (BMC) that we had learned in class. At the same time, the findings and recommendation also need to make sure the business stay longer in the market value and get more profit in the future.