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# CASE STUDY

Uniform Gallery Bangi

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# EXECUTIVE SUMMARY

Uniform Gallery is a uniform store that provides various types of services including sewing clothes, printing documents and faxing a document. It is a well-known uniform store in Malaysia and has been operating for more than 20 years. The products sold by Uniform Gallery are uniforms, stationeries and books.

The major problems faced by the company are seasonal consumers, limited source of reference books and maintenance of machines.

The company must conduct sales frequently to attract the customers and increase the courses of reference books. Other than that, they must organize and schedule a proper time to do the maintenance of the machines in order to save cost of damages.



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# BACKGROUND OF STUDY

The company for this case study is Uniform Gallery. I personally visited the store branch in Bandar Baru Bangi, Selangor and had a face-to-face interview session with the manager to collect more information regarding this business as a role model. Besides, some additional information about the company was being searched on the internet but the result found is not that much.

Uniform Gallery Bangi is one of the Uniform Gallery branches which is one of Malaysia's most well-known school's uniform stores. It is located in the shop lot at Jalan 8/35, Seksyen 8, Seri Bangi, Selangor. Generally, the products sold are stationary, books and school's uniforms. This report wants to study the challenges and problems that occur in the business by using SWOT analysis.

# OBJECTIVE

- To understand and classify the major problems encountered in the company based on SWOT analysis.
- To propose solutions and recommendations to the company so that the business is more efficient and effective to run smoothly.
- To gain knowledge and the real process running the company.

# PROBLEM STATEMENT

## LACK SOURCES OF REFERENCE BOOKS



Focused only on students



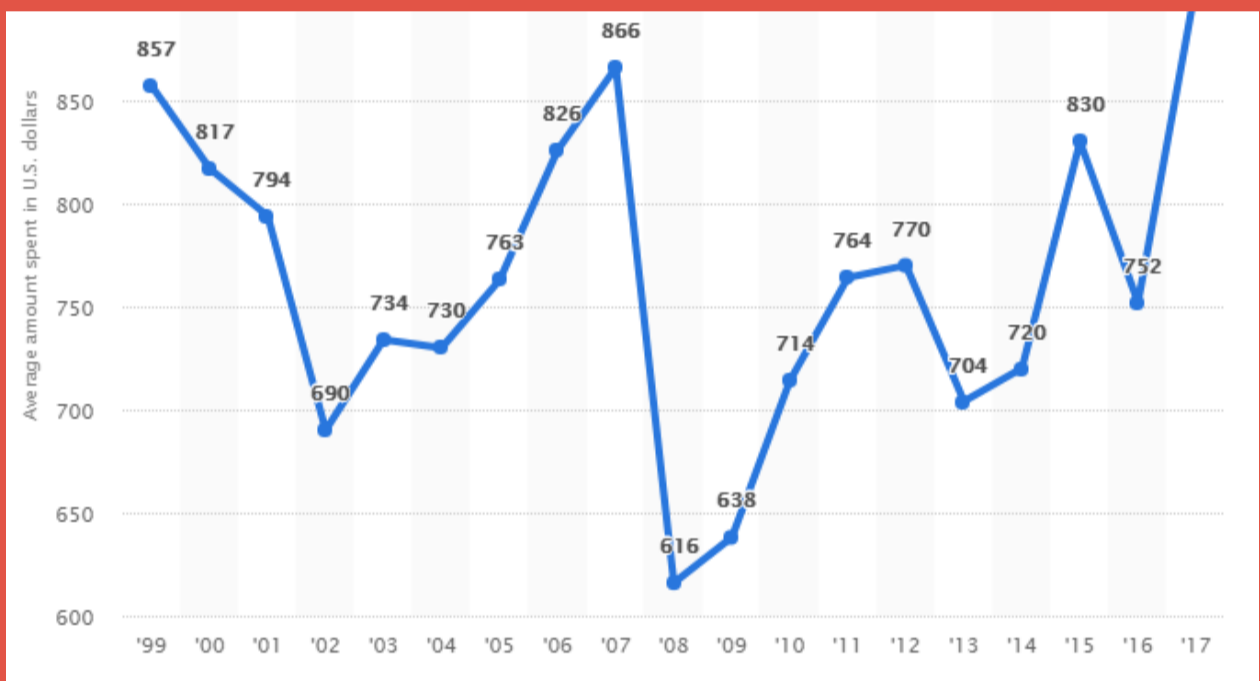
Ranged between 13 to 17 years old



Only have 3 sources of book for university's students



Could block customers' loyalty



## SEASONAL CONSUMERS

Customers buy the products only at a certain month

## LACK OF MAINTENANCE OF MACHINES



if one of the machines malfunctioned, the services of the machines could not be served to the customers for a very long time until it was repaired by the technicians.