



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY ON QUEENEVIA 78 GRAPHIC DESIGN & ADVERTISING

PREPARED BY:

NAME	METRIC NO.	PROGRAM/GROUP
1. AUDREY ANAK FRANCIS	2018220288	EE1114A
2. LILY MARCELLA FREDERIC	2018246976	EE1114A
3. AZLIVIANI ANJAMIN	2018409984	EE1114A
4. MUHAMMAD AKMALMUQRI BIN MAZIDI	2018274352	EE1114A
5. MICHAEL BRENDAN CHAD ANAK NYITAR	2018654876	EE1114A

PREPARED FOR,

MDM NURUL LIZZAN BINTI KAMARUDIN

SUBMISSION DATE: 7 MAY 2020

TABLE OF CONTENT

	PAGE
1.0 ACKNOWLEDGEMENT	2
2.0 EXECUTIVE SUMMARY	3
3.0 INTRODUCTION	4
4.0 COMPANY INFORMATION	5
4.1 Background of the Company	5
4.2 Organizational Structure	6
4.3 Marketing Strategies	7
4.4 Product/Services	9
4.5 Financial Achievements	9
5.0 ISSUES/PROBLEM IDENTIFICATIONS	10
6.0 COMPANY ANALYSIS	12
7.0 DISCUSSION	16
8.0 CONCLUSION AND RECOMMENDATION	18
9.0 REFERENCES	20

2.0 EXECUTIVE SUMMARY

Queenevia 78 Graphic Design & Advertising is a commercial printing company providing customers with tailor-made printing services. The company which is situated in Sandakan provides clients with high standard of services and quality finish products. Boasting excellent customer service as well as motivated and passionate employees, Queenevia ensures that the customers are constantly satisfied the quality of their craft.

The management at Queenevia not only prioritizes profit, but they are also thinking about the long term. Growth of the company is of utmost importance to them and it is crucial to the long-term survival of the company. Although facing a few issues along the way, Queenevia have proved themselves to be a very capable and successful company in the district of Sandakan. With the help of their extremely passionate and creative staff members, Queenevia have paved the way to their success

3.0 INTRODUCTION

In this semester, we are required to conduct a case study for Fundamentals of Entrepreneurship (ENT300). The purpose of this case study is to identify the main issues or problem faced by the company and come up with a solution. We have chosen Queenevia 78 Graphic Design & Advertising as our company to analyze which is located at Sandakan, Sabah. The company had given us several information regarding their company after we interviewed the owner. Some of the information that has been given to us are the company's problem, their strength, marketing strategy, the organizational structure of the company and the company's background. The problem that is faced by the company is finding the right staff. We have discussed the best solution to be implemented for the problem.

4.0 COMPANY INFORMATION

The Company that we have chosen is **Queenevia 78 Graphic Design & Advertising**. This company is a commercial printing company providing customers with tailor-made printing services.

4.1 Company Background

Queenevia 78 Graphic Design & Advertising has been in this business industry for 6 years now since 2014. In a business where technology and experience is critical, the company is constantly upgrading their people, equipment, creativity and technical know-how to ensure that high standard of services and quality finish products are maintained. The Company provides Digital Fast Print Format Inkjet Printing and General Offset Printing. Other than that, they are also able to assist in the installation and set up of these Large Format Inkjet Printing.