



COMPANY ANALYSIS

JAZFAR COLLECTION

**TECHNOLOGY ENTREPRENEURSHIP
(ENT600)**

CASE STUDY

FACULTY AND PROGRAMME

**SCIENCE COMPUTER AND
MATHEMATICS**

SEMESTER

SEMESTER 6

PROJECT TITLE

ESHAAL BOUTIQUE

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	v
LIST OF TABLES	vi
EXECUTIVE SUMMARY	vii
CHAPTER ONE: INTRODUCTION	
1.1 Background of The Study	1
1.2 Problem Statement	1
1.3 Purpose of The Study	1
CHAPTER TWO: COMPANY INFORMATION	
2.1 Background	2
2.2 Organizational Structure	3
2.3 Product/Services	3
2.4 Technology	4
2.5 Business, Marketing, Operational Strategy	4
2.6 Financial Achievement	7
CHAPTER THREE: COMPANY ANALYSIS	
3.1 SWOT	8
CHAPTER FOUR: FINDINGS AND DISCUSSION	
4.1 List of major problems	9
4.2 Alternative solution to this/these major problems	10
4.3 Evaluation of advantages and disadvantages of each alternative problem	11

CHAPTER FIVE: CONCLUSION	14
CHAPTER SIX: RECOMMENDATION AND IMPROVEMENT	
6.1 Alternative solution chooses to be adopted	15
6.2 Justification of choice	15
REFERENCES	16
APPENDICES	17

EXECUTIVE SUMMARY

This case study is conducted to fulfill the need for this course (ENT600) which is a fundamental course that every UiTM needs to take. This course is a Small Medium Enterprise (SME). Eshaal Boutique are mainly sold cloth and headscarves.

Cloths and headscarves are common, and we wear them every day and it is more related to Muslim women. Eshaal Boutique specializes in selling Muslimah dress and headscarves for women all over Malaysia. The owner of this company is Encik Faisal and the business is in the form of a sole proprietorship. The company started to do apparel business with clothing and after a few years, they decided to expand their business with the scarf. This made the company stronger and sustainable in this business.

This company has faced a few problems related to their business. After all the research that has been done, there are a few problems that have been identified by applying SWOT analysis. Through this problem, there are a few solutions and recommendations that have been made to make sure the business is sustained in this industry.