



## **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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## **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.