



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

EVOL STATIONARY SDN BHD

PREPARED BY:

FACULTY AND PROGRAME: CHEMICAL ENGINEERING

SEMESTER : 1

PROJECT TITLE : CASE STUDY

GROUP MEMBER :

1.	JANELLYSON WILSON	2017628762
2.	HAFIZAH NATASYA BINTI AMAT LIN	2017628422
3.	CANISIUS BIN LINANG	2017490434

PREPARED FOR

MADAM SITI MARDINAH

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## LIST OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
Executive summary	3
Introduction	4
Company information	5-7
Company analysis	8-10
Business problem	11-14
Recommendation and improvements	15
References	16
Appendices	17-18

## EXECUTIVE SUMMARY

The general objective of our case study is to describe the situation of 'The Evol Company' in details. The company that we have chosen is actually running a bookstore and printing services in Desa Ilmu, Kota Samarahan which is located behind the 'Seri Mulu' dorm. This case study is necessary because by studying the company, we can identify the key issues such as the strengths, weakness, opportunities, threat and many other issues that they are facing. We went to the store and made an interview with the CEO himself and agreed to help us with this company. Also, this case study itself is to analyse 'The Evol Company' by using relevant theoretical concepts. Methods of analysis including trends, potential, financial, 'SWOT', publicity and environmental. This studies find out that the company in its current position are not positive. The major areas of weakness require further investigation and remedial action by management. Recommendations discussed include improving their advertisement and give discount to the student. The report also investigates the fact that the analysis conducted has limitations. Some of the limitations are forecasting figures are not provided nature and not enough information or detail are provided.

## INTRODUCTION

What is a case study? A case study is to analyse an organization or a business by implementing the preferred products or solution and describe how the business or organization benefited as a client. A case study will details the business objectives, technical problems or challenges, the solutions, marketing strength or sales number. There are few purposes or objective for our case study. Firstly, this case study is to describe the individual situation of a company in detail. Next one is to identify the key issues of the company that we have chosen. Moreover, it is also to analyse the company by using relevant theoretical concepts. As for addition, there are two major kinds of case studies which are problem-solving case studies and descriptive case studies. Problem-solving case studies are used to investigate a problem or situation in a particular individual or group and recommend a solution to the problem based on analysis and theory. While, descriptive case studies are used to understand a situation better. Such as identifying what happened and why by describing particular aspects of that situation and analysing it in terms of theoretical categories. As for our case study that we had done , it is basically the descriptive case study.

## COMPANY INFORMATION

Name of the business company that our group went to do the interview is Evol Stationery Sdn Bhd. This business company are under the corporation with SAMFAH which is the main company. Evol Stationery Sdn Bhd is located at Ground Floor, Sublots No. 64, 65 & 66, Desa Ilmu Phase 25, Jalan Datu Mohd Musa, 94300 Kota Samarahan, Sarawak. They started their business in 2004. Mr Lim Soon Poh is the manager of Evol Stationery Sdn Bhd.

