



اَوْنُوْرَسِيْتِي تِي كُنُوْلُو كِي مَبَارَا  
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MARA

## **FUNDEMENTALS OF ENTREPENUURSHIP**

**(ENT 300)**

### **CASE STUDY**

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# Executive Summary

The Laundry Bar franchise was opened in 2016 with a modal of RM400,000 and a rent of RM3000 that is included in the modal. Laundry Bar was opened by the owner alone because of his motivation and interests in participating into the business field to become a successful entrepreneur which he already right now. Laundry Bar have only 2 worker that is the owner himself and a janitor. Laundry Bar provides self-service laundry. With the assistance of modern technologies, self-service laundry can be operated without using any human energy. The reduction of using human energy is one of advantages to increase one's profit in business as one does not need to pay any single cents to workers as their wages. The market targets are university's students which you can easily find around this area because there 3 universities are located in Kota Samarahan division. There are always competitions and the only strategy that is Laundry Bar, has to fight against other competitions are to keep the place clean and neat. In the future, the owner is going to open another franchise in Kuching, Sarawak and he also will add the number of washing machines and drying machines at the franchise he already has. It's estimated to have a profit of RM8000 each month consistently except for semester break for university students.

The analysis of this business has its own strength and weaknesses, and opportunities and threat. One of the strength of this franchise is that it provides a cheaper laundry service than other laundry service. However, the weakness of this franchise is that the business becomes slow when it comes to a time where the university students have their semester break. The opportunity that the owner sees to make money growth even larger is that he will be opening a new outlet in Kuching, Sarawak. Although of the smart planning, there is always a threat which is sometimes some part of the machines broke and the spare parts had to shipped from KL which takes time making the fixing of the machine become slower.

Major problems that this business has is that this business is relying 100% on machines. But malfunction of a machine is unavoidable. So, it's like waiting for the machines to get broken to fix it. Secondly, there are many competitions here especially in laundry service. There are about 4 to 5 DOBI located near this place. So, the competition is high making it one of the major problems in this business. Other than that, the owner does not have all the spare part for the machines. So,

when the part that he does not have spare part he has to wait about a week or so just to get one part and fix the machine. This will affect the money growth in this business. One other major problem is his market target. This business targets the people near the place especially students. So, when semester break comes, low on profits also say hello to laundry services. That why it is a major problem to this business.

Our team have think of some recommendations and improvements that could be done for this laundry service. First of all, to reduce the interval of maintenance service to keep the safety and efficiency of the washing machines at the top. Secondly, order more spare parts that frequently or easily broken so that you don't have to wait a week for the shipping for a new part when it's broken. All these recommendations are to keep money growth stable and does not fall drastically when some part of the washing machine is broken.

# INTRODUCTION

First thing first, it is obvious that you, as the reader need to be crystal clear about what is this paper examining of. This research is examining about a case study of a business near our residential. The case study is an account of an administrative problem or situation in a real or imagined organization. In addition to the description of a specific problem, a case study may include additional information necessary to place the scenario in context and an analysis of possible solution or actions from the situation.

The purpose of case study is to study the business which is to identify the key points or several issues that occurred within the certain period of timeline for the business. Besides, it is also to analyse the situation and to consider the information that we do and we do not have so that we will be acknowledge of what is happening to the business currently or a few times ago.

The case study does not provide answers. Rather, it raises questions and allows us to work through the decisions-making process and find his or her preferred solution. The case study generates an action-oriented teaching environment; we must actively participate in the process in order to meet the learning objectives. Through this process, much of the responsibility for learning is naturally transferred to us.

Case study can help us to develop the following skills:

- Identifying and recognizing problems
- Understanding and interpreting data
- Thinking analytically and critically
- Understanding and assessing interpersonal relationships
- Exercising and making judgments
- Communicating ideas and opinions
- Making and defending decisions

A case study presents a realistic problem, one that might reasonably take place within normal work environment. The case study will include the complexities natural