



الْأَنْبِيَاءُ سَبَقُوا فِي تِكْنُولُوجِي الْمَارَا  
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MARA

CAWANGAN SARAWAK  
KAMPUS SAMARAHAN

## **FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

### **CASE STUDY**

### **SAM'S CENTRE SAMARAHAN**

#### **PREPARED BY;**

<b>FACULTY</b>	<b>: INFORMATION MANAGEMENT</b>
<b>PROGRAMME</b>	<b>: INFORMATION MANAGEMENT (IM110)</b>
<b>CLASS GROUP</b>	<b>: IM110 5E</b>
<b>PROJECT TITLE</b>	<b>: CASE STUDY: SAM'S CENTRE</b>
<b>GROUP MEMBERS</b>	<b>: 1. HASHMAIMAH BINTI ABDULLAH (2017289126) 2. MOHD AZAM BIN MAD SULIMAN (2017281748) 3. NORBERT APPOLONIUS (2017288988) 4. NURUL IZZAH BINTI ISMAIL (2017281536)</b>

**PREPARED FOR  
MRS. SITI MARDINAH BINTI ABDUL HAMID**

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## EXECUTIVE SUMMARY

Sam's Centre is recognized and very famous among UiTM Samarahan students as well as UNIMAS students. This is due to the location of the company which is just behind the Seri Mulu College and it is also near for the students to come and visit the company branch. Moreover, the company also offering the main needs for the students such as printing services and stationery. The Sam's Centre perceive to have miscellaneous benefits. The printing quality just as expected and meet customer's need. The company obtain these best quality only with the low cost budget. A strong market growth as the Sam's Centre can be achieve through an effective management of financial and efficient customer services. Other than that, the opportunities to obtain new skills and knowledge is huge for the employees as the company are providing training class for the newbie. Next, there are many competitor for Sam's Centre as other company are also providing the same products and compete for the same target market to gain profit. Unfortunately, this company faced a several quandaries and those are lack of stock, lack of employees, innactive or less secure for computer against multiple types of virus and often damage experience for printing machines. The result from this studies have revealed several problems within the Sam's Centre and raise to the contribution on alternative solutions plus with the numbers of recommendations. These alternative solutions and recommendations perhaps could help the company to be the best version among all other company that can be assume as the rival in this company's business and services.

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## COMPANY INFORMATION

### Background

Sam's Centre is usually known as SamFah or Evol Stationery that are located at Desa Ilmu Kota Samarahan, Sarawak was established on August 2014. There are five branch of the company in Sarawak. The headquarters for the company are located at Batu Kawa, Sarawak. For the Kota Samarahan Branch, the business was started with 400K starting modal. This company is one of the leading stationery wholesaler and retailer in Malaysia. This is because the company are supplying branded products with wholesale price to the customer.

Sam's Centre supply products from all major stationery brand such as Faber Castell, Canon, Pilot, Artline, Zebra, Max, Plus, Double A, Paperone, Buncho, Papermate and others. Plus, this Sam's Centre also produce products with it own brand for the customer.

Sam's Centre started with only selling the stationery for student used. After a while, Sam's Centre added extra services such as printing, scanning, photostate and other services due to students demands. Now, the company becomes one of the favorites place for students because it have all the services needed by students in order to completed tasks as well as the needs for study. Besides, the company also starting to sells some snacks and drinks to attract more customers to Samarahan branch. Moreover, Sam's Centre also offering the lowest price with high quality of products to the customers.

Based on the interview session with the manager of the Sam's Centre, this case studies know that the company had big lost almost 2 years when the company are about to open the Samarahan Branch. Fortunately the company able to covered the lost and expand the business more widely year by year.

The main target of the company is to satiesfied the customer with the best way. Sam's Centre are more focus on students as the company are supplying stationery and the owner of the company also trying to fulfill the students demands to ease their study. From the information through the interview, the company use the term of "helping each other" which mean they help the students to completed their task and students helps them to expands their company.

## INTRODUCTION

The Sam's Centre serve as to meet the requirements and needs of most people foremost who cannot afford to purchase a product or technology that have high quality printing. This company provide facilities to the public in printing materials for business, assessments, report and else which need to be convert to physical form of materials. Utilizing the advantage of conveniences in this company shall fulfill the needs of people especially among the students which oftenly assigned with a lot of assessments that must be accomplished before the due date. Moreover when it have the best quality of color printing at the low cost rather than other printing company with the low quality at the same cost, surely it will attract more customers and increase loyalty among them.

The purpose of this study is to identify some quandaries by perceiving from the services or products, machine or technology and work flow or stocks. These perception help in the identification of the services and its advantage. While that, these perception could lead to the problem if there is any damage or system error to the machine being used in the company. It also could lead to the detection of if there is a rapid outstocks within a week or days. On this study would be discussing about the business of a company known as Sam's Centre which specifically located at Desa Ilmu nearby UiTM Samarahan. In this assessment would elaborate and describe some essential details in more deeply including the Sam's Centre information, analysis and business problems. It is also provided with some of the relevant and ideal recommendations or suggestions which might be useful for alternative solution.