



اَوْنَبُوْرُ سَفِيْيَا بِنْتِيْ وَكِيْمَا رَا
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CASE STUDY

SAL SAFIYYA GROUP SDN. BHD.

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Executive Summary

This report is on the case study that we conducted on Sal Safiyya Group Sdn. Bhd.. It includes the analysis of the company, problems that they face as well as the suggestion to improve the business.

Sal Safiyya Group Sdn. Bhd. is a boutique that provides women and kids apparels based in Kota Samarahan. The business started by two siblings who are currently the shareholders, Nur Salmizar binti Azmi and Izuan Izzani bin Azmi. Sal Safiyya Group Sdn. Bhd. has 8 employees who help to run the business.

Sal Safiyya boutique concept is Muslimah apparels that can be wore by anyone. Sal Saffiya Group Sdn. Bhd. focuses on the qualities of the apparels that gives comfort to the wearer. Sal Saffiya boutique hand-pick their materials themselves which make their products more special than the others. Sal Safiyya boutique also provides seasonal collections.

Sal Safiyya Group Sdn. Bhd. has two branches, the first branch at the Summer Shopping Mall that opened in June 2013. The second Sal Safiyya boutique was opened at CityONE Megamall in September 2013.

With the greatest demand of their products they need a lot of suppliers that can supply products with good quality and affordable. A major challenge Sal Safiyya Group Sdn. Bhd. facing is how to make sure the consignments from suppliers arrive on time.

Introduction

A case study is a descriptive or explanatory analysis of a person, group or event. Case studies are conducted to understand or explain a phenomenon by using as many data sources as possible. There are a few purposes of the case study. One of them is to describe the situation faced by the subject of the study. Other than that, the case study is used to identify the key issues of the subject. We also can analyze the case using relevant theoretical concepts. Case study also enable us to recommend a course of action for that particular case or problems faced by the subject.

In this case study, we chose Sal Safiyya Group Sdn. Bhd. as our subject. Sal Safiyya Group Sdn. Bhd. is a private company that are limited by shares. Sal Safiyya Group Sdn. Bhd is a company that are selling Muslim apparels for women and kids. The company are being lead by two directors or owners which are siblings. They are Nur Salmizar Bt Azmi and Izuan Izzaini Bin Azmi. They have two boutique in Sarawak which are at Kota Samarahan in Summer Shopping Mall and at Kuching in CityONE Megamall.

The one that we interviewed is the one at the Summer Shopping Mall in Kota Samarahan. We managed to have an interview with the manager of Sal Safiyya Group Sdn. Bhd., Mohammad Hanif Bin Azman. We conducted the interview on Thursday, 9th November 2017 at 2.00 pm. The boutique of Sal Safiyya in Summer Shopping Mall was first opened on June 2013. The boutique is located at the 1st floor of the Summer Shopping Mall.

This case study is focused on the problems that are faced by Sal Safiyya Group Sdn. Bhd. Through this study, the problems identified are about the shipping of the consignment from overseas, the shortage of domestic supplier and problems with the suppliers. Other than that, when involving products from overseas, there will be problems on the currency exchange rate that are changes with the world economy and the conditions of the consignment when they finally arrived.

Company Information

i. Background

The name of Sal Safiyya was inspired by the name of one of the owners of the company itself. The word 'Sal' comes from the name of one of the director, Nur Salmizar Bt Azmi and the word 'Safiyya' comes from her daughter name, Safiyya Bt Mohammad Hanif. But, before the Sal Safiyya Group Sdn. Bhd. was formed, there was also a starting point where this was all started.

The owners of Sal Safiyya brand, Nur Salmizar Bt Azmi and Izuan Izzaini Bin Azmi first established their business online with the name Sal Handpick Collection. The concept of their business at that time was they handpick their collection from other suppliers and sell them to the customers. At that time, they still operated at home where they do not have any retail store for their business. They handpick the products not only from within Malaysia, but also from the foreign country such as Vietnam and Indonesia. They bought the products overseas with a reasonable price and sell them to the local customers to gain profits.

Then, they decided to enlarge their business and develop from only an online business to something that was more solid. The name of Sal Handpick Collection was changed to Sal Safiyya Apparel Enterprise. Enterprise is one type of business organization in Malaysia which the formation is bound by the Registration of Business Act. Sal Safiyya Apparel was running in a small business industry with a lower risk. It was a good way to start a business and began to craft their brand in the business. However, there are certain limitations that Sal Safiyya Apparel cannot overcome when they are still an enterprise. They only can gain small profit margin due to the limited source of fund. And that was why the owner of the Sal Safiyya brand decided to convert from running the enterprise to company which have more choices of getting the funds for the business.