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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY**

**ALMAS BOUTIQUE**

**PRODUCT**

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## 1. Executive Summary

Almas Boutique have shown their growth in the business for the past 10 years as they are able to open many outlets in the Kuching which is in Kota Samarahan, Satok and Boulevard shopping mall. The establishment of the boutique started with a hobby and end up became a passion for Mr. Alfian and Mrs. Masliza. They started to open the business with their own pocket money and slowly develop the boutique into bigger with more outlets can be seen today.

Besides, they focus on their vision to become the number one boutique in Borneo. As they aim for more, their mission is to prepare one of best platform for the Muslim women collection. Also, their mission is to develop and enhance their team to be better everyday.

In Almas Boutique, their products are “*baju kurung*”, “*kebaya*”, “*jubah*”, hijab, blouse, skirt, trousers and women’s accessories. This boutique are focusing on styling women with elegant and comfortable look by wearing “*jubah*”, modern “*baju kurung*”, blouse from the Almas Collection. Hence, their main target are the women from 20 to 40 years old.

The strategy that Almas Boutique have to keep their business on track are to have positive mind set in handling the business. Also, to have a good networking with other people if the business are facing difficulties. Thus, to make an improvement in their business everyday.

On other hand, in business that every entrepreneur will face is to have some problem. For Almas Boutique, for first time handling the business it to have and insufficient cash flows. Also, they have lack of experience of handling business and not getting an expert advice. Other problems are the competition among other business that sell the same product as theirs. Besides, the competition in selling their product online because online shoppers are

## 2. Introduction

A case study presents an account of what happened to a business or industry over a number of years. It chronicles the events that managers had to deal with, such as changes in the competitive environment, and charts the managers' response, which usually involved changing the business or corporate-level strategy. On other hand, the purpose of case study is to develop and demonstrate an understanding of a real-life case, and make a decision about it.

For our case study, we have choose to interview the Almas Boutique at one of their branch which is in Desa Ilmu, Kota Samarahan. Almas Boutique was established on 1<sup>st</sup> January 2007 by a couple name Alfian and Masliza, also the owner of the boutique. In Almas Boutique, their main focus are selling women's clothes such as "*baju kurung*", "*kebaya*", "*jubah*", hijab, blouse, skirt, trousers and women's accessories. Their main focus for this business is to style women with modern, elegant and comfortable fashion and help them to be more confident wearing the clothes.

Same goes to other business, Almas Boutique also face some problems while handling the business. Moreover, the problem that they facing are such as a competition among selling the same products which can be say more affordable than their product. However, their product qualities are better where customers it can wear longer.

The problem that involve with the process are the establishment of the boutique where the owner face with insufficient cash low and have a lack of experience in handling the business. In addition, they also not getting an expert advice that cause the problems for the boutique establishment.

Besides, technology helps many entrepreneur to enhance their business by promoting their product and services to the customers. As for Almas Boutique, they also are not left behind by using social media as the technology to promote their product. However, using

### 3. Company Information

Initially this business started to generate income while still being a student but eventually turned into an interest. With a little experience in business, Mr. Mohammad Alfian bin Yusop with his wife opened a women's boutique with their own pocket money of RM5000. Thus, the couple began to name their boutique, *Almas* Boutique. *Almas* boutique started operating on 1st January 2007 at Wisma Satok. The name '*almas*' was derived from the combination of the boutique owner's name of Mr Alfian and his wife, Mrs. Masliza. In addition, the word "*almas*" has its own meaning which comes from the Persian word which means "diamond".

This *Almas* boutique was developed by Mr Alfian and his wife Mrs. Masliza binti Mohamad Ridzuan. The *Almas* boutique has 12 employees. Currently, *Almas* Boutique has several branches around Kuching, with two branches at Wisma Satok, Kota Samarahan (Desa Ilmu), Boulevard Shopping Mall, Kuching Sentral and GF, Lot 390, Jalan Kulas, Kuching.

There are two concepts of product sold in *Almas* boutique such as casual wear and *muslimah* wear. Muslim clothing such as *Jubah*, *Baju Kurung*, scarves and so on. Casual wear especially for women who have carrier like *Jubah ala Kebaya*, blouses and so on. All the fabric is import from China. Their main target customer is *muslimah* and career women.

*Almas* boutiques not only think of their sales profits but also think of their customers' needs. Mr Alfian as Boutique Manager has always had a positive mind it is one of the strategies to expand his business and think of the next step to improve the quality of the *Almas* boutique business. In terms of marketing strategic, *Almas* boutiques mostly use social media as a medium to promote their business such as Facebook, Instagram and also blogs. Apart from selling existing outfits in boutiques, the *Almas* Boutique also provides postal delivery services especially for customers away from the Kuching area.