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CASE STUDY

TD FRATELLO

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Executive Summary

TD Fratello Enterprise is a own family business company that provide printing and supplying products that includes button batch, banner, bunting batch, sticker, plaque, medal, trophy, cop, Mug, T-shirt, keychain, fridge magnet, poster, phone case, ceramic and glass print, woven bag, business card and other related that can be useful for their customers. This company also focuses on variety of customer not only students but also regular customers that work in an organization, family and their own friends. TD Fratello is located at Ground Floor, SL Desa Ilmu Commercial Centre Phase 25, Jalan Dato Mohd. Musa 94300, Kota Samarahan. The owner of the TD Fratello is Encik Suhardi Ikram bin Kram and his brother, Encik Suhardi Ikram is one of the lecturer in UiTM Kampus Samarahan and work under faculty of Sport Science and Reactional. Meanwhile, his brother is Encik Sudirman bin Kram work as police officer. For sure, TD Fratello do have their own goals and vision that they want to achieve in order to be successful and maintain the company in business industry.

1. Introduction

TD Fratello is a company that provide printing and supplying of products that involve variety of choice for their customers, for example button batch, banner, bunting batch, sticker, plaque and medal. For the first task of our assessment which is case study we do choose TD Fratello. It is located at located at Ground Floor, SL Desa Ilmu Commercial Centre Phase 25, Jalan Dato Mohd. Musa 94300, Kota Samarahan.

This enterprise was owned by Encik Suhardi Ikram and his brother. TD Fratello was first established on July, 2015. Both of the brothers is actually come from Sarikei but due to their work responsibility they stayed at Samarahan, we never thought that the brothers was come from different background as we assume, then the idea of opening the business is just pop up in their mind but still not knowing what kind of business they want to have after passing by at the location where are they located now. 4 years back then, the commercial centre was newly built and the surroundings still empty during that time and as mentioned by Encik Suhardi Ikram, they are the first who rent the building there.

Before they officially opened their business, Encik Suhardi and his brother spend 3 months to renovated interior of the building because as mentioned by him the interior layout need to be renovate to get the convenient arrangement and in the meantime figure out what business they want to run and finally the first idea is to have a stationery store. After completing all things which is all the budget is fully from family support, since then they run their business and start to add on their products and services step by step.

The reason why we chose TD Fratello as our target for the case study given is because the we were interested with the "TD Fratello" its self as explained by Encik Suhardi it means *brother* from Italian word, plus the products and services provide also comes in many different types and options and the story of how they manage to overcome the problems in developing TD Fratello back then. Other than that, our purpose is to find out what are the strength, weaknesses, opportunity, and threat that TD Fratello have. Based on our study, during the process of creating the

2. Company Background

a. Background



TD Fratello Enterprise provided printing and supplying products that includes button batch, banner, bunting batch, sticker, plaque, medal, trophy, cop, Mug, T-shirt, keychain, fridge magnet, poster, phone case, ceramic and glass print, woven bag and other related for their variety of customers. It is handled by by Encik Suhardi Ikram and his brother and also his staff.

It is located at Ground Floor, SL Desa Ilmu Commercial Centre Phase 25, Jalan Dato Mohd. Musa 94300, Kota Samarahan, which is the location is strategic and easy to be found by people. TD Fratello is daily open from 11.00 am to 9.00 pm. Please refer appendix to see the location of TD Fratello in the maps.

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