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Outpost
u n i f o r m

COMPANY ANALYSIS

OUTPOST UNIFORM

CASE STUDY

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EXECUTIVE SUMMARY

Outpost Uniform was founded around 2014 and has more than 20 retails throughout Malaysia. The head office and warehouse is located at Cheras, Kuala Lumpur. The main business is selling core products such as school uniforms and co-cocurriculum. The main problem from this business is they often get defect items from supplier, customers keep complaining about products' prices and seasonal consumers. In order to analyse the company more, we listed the strength, weakness, opportunities and threats of the company by using SWOT analysis. To overcome the problems, the company could identify the problems sooner than they make their way into finished goods or holding a supplier accountable for a faulty product by charging back the given amount will be a helpful incentive to uphold a certain quality level during production. Other than that, the new workers should be well trained to get enough education on how to treat customers' complaints and also finding a strategy to increase the business revenues during seasonal changes.

1.0 INTRODUCTION

1.1 Background of the Study

Around the end of the 19th century, the British missionaries have been introduced that the school uniforms have been a traditional part of education in Malaysia (The Star, 2010). The tradition of wearing school uniforms during school hours is maintained as new mandates for all primary and secondary school students. Malaysian students are also seen in school uniforms during school hours as they take part in after-school tuition classes and extra co-curricular activities. School uniforms have become an important part of the lives of the majority of Malaysian students.

While there are slight variations between schools, in essence, all students in Malaysia should wear the same uniform. This policy has been introduced with a particular aim of promoting unity and equity within in an otherwise ethnically diverse country (Ministry of Education, 2013). In Malaysia, the muslim girls tend to wear Baju Kurung and also wearing a white hijab upon entering the secondary school, for religious reasons. While, for non-muslim girls, they need to wear the pinafore. The boys typically may wear a plain white t-shirt and trouser.