



**UNIVERSITI
TEKNOLOGI
MARA**

**FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT300)
CASE STUDY**

**Name of company : HIJAB IMPIAN
Type of business : Hijab and women outfit.**

**Prepared by :
Faculty of Science Administration and Policy Studies
(AM110)**

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Group members

Name	Student ID
Nurhasina Solehah bt Hassan	2016903755
Nurhasnini Raslah bt Hassan	2016351053
Narsiya bt Aiyub	2016584011
Nurussyahadah bt Mohd Othman	2016965607
Norsyafikah bt Mohd Rashid	2016194689

**Prepared for
Mdm Siti Mardinah bt Abdul Hamid**

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Executive Summary

Around 200,000 thousands person as the population in the kota samarahan to become the main target especially on students from UITM ,UNIMAS and Kolej Rafflesia, Lecturer and public citizen, it is not easy to customer around that area to totally support The Hijab Impian business The population on the business place can contribute to the groups of target market. Every organization should know on how to solve the problem early that why every company should have their long term plan and short term plan to achieve their profit and make their product get high level expectation. The top manager must identify the problem and find the solution by take action earlier because it will make the company cannot achieve the vision and mission on the time. For example on Hijab Impian , this company detect on their problem on the low experience in term of technology.

According to this case study, we get theirs financial achievement is balance where the profit always this company get profits without suffer any lost. The Hijab Impian also give the standard salary to their employee around RM1400 and up depends on employee have overtime or not. The barrier is not one of the important reason to finish this case study such as, problem happen when manager did not in that shop but we try to get her number phone and we chat her through whatsapp but she did not give any respond. From this case study, we also get the information on their strength in term of customer service, price and the location. Other than that, the weakness also give us the inspiration on business where the Hijab Impian's weakness are competitor, lack of product and operation business.

Introduction

From case study, we learn on how to become a good business men or women. The case study can assess application on theories and concept that we learn in classes to real life situation. The purpose of case study is to improve communication skill and team work among us. Now, we know to create and build a good business is not easy as we think look a like. There a some problem before we find out Hijab Impian as our research for case study in our first assessment for Fundamentals of Entrepreneurship (ENT300) courses.

Firstly, problem happen when manager did not in that shop but we try to get her number phone and we chat her through whatsapp but she did not give any respond.. All of us did not give up then we go to one of mall in Samarahan which is Summer Mall. Then, the second problem is when the manager did not want us to interview her said by her employee that chat her through whatsapp. Lastly, all of us could not saw the manager but the employee said that usually her manager did not want interview by student is one of problem happen when we want to finish this assessment. In another day, we go to another mall (Iman Mall). Then, we got hijab impian as organization that we will used to finish our assessment for case study. The manager are very friendly and can cooperate well with us.

Hijab Impian is one organization that really focus on customer need and want as a muslimah when their can provide many kind of hijab such as bawal and shawl. Their also know that student nowadays always use bawal as their target market. The manager of hijab impian know that student did not have enough money to buy hijab so their minimized the price. The manager and workers treat their customer well when proven by their profit increases every years. The workers also very friendly and give fully cooperation to us to completing this assessment.

Company Information

Company Background

Hijab Impian is a company that has been operated since 2015, 3years ago. Before opening their own boutique located at Desa Ilmu, Kota Samarahan, they have their own kiosk stall in Summer Mall. Hijab Impian is a family business and it owner is husband and wife, Sufian and Rozinah. It was handle by his nephew, Nur Fatimah Binti Sharipudin since the first day of their establishment. They also hire two female workers, who is responsible for customer services. For the time being, they don't have franchises because they have just begin their business in a shop lot.

They sell many types of product such as scarves, hijab, blouses, skirts, makeup stuffs such as lipsticks, eyeshadows, blushers and more. Other than that, they also have perfumes from different brands for both male and female. Most of their product are sold at affordable price.

Before, with the kiosk, they started their business with budget RM15,000. They stop their business with kiosk to try having their own boutique, and they choose Aiman Mall as their strategic place. Then, they started their business in the shop lot with budget around RM50,000. Now, they earns approximately RM200,000 annually.

Aiman Mall is chosen as a place to start their business because they think it is a strategic place for them. In Kota Samarahan, there is a lot of universities and college such as UNIMAS and UiTM. Then, the student and working women is their target market.