

CS-AM-B



اُنْهَوْرٌ سِيَّيْنِي تِيْكَوْلُوْ كِيْ مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

DA.DI.DU BORNEO HAIRCUT

SERVICE BUSINESS

PREPARED BY:

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PROJECT TITLE : CASE STUDY ON DADIDU BORNEO HAIRCUT

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EXECUTIVE SUMMARY

Da.Di.Du Borneo Haircut offers haircut and saloon services for customers. They provides various kind of unique haircuts and the customers can choose according to their preferences. Mostly demand for the haircuts are during annual festival such as Hari Raya, Hari Gawai and Chinese New Year. Other than that, they also targeting students because it is placed near two universities which are UiTM and UNIMAS. Thus, Da.Di.Du Borneo Haircut have 7 branches in Sarawak including their headquarters.

INTRODUCTION

Our subject for this semester which is The Fundamental of Entrepreneurship have given us a group project on making a case study. The entrepreneurship is where a company have been decided to involve themselves in the marketing field. Marketing is where encompasses merging, integrating and controlled the supervision of all company's efforts that have a bearing on sales. The company will provide either only products-based items, services based or product-service mix.

Product is the goods that are offered to the customers such as foods, jewelry, clothes and furniture. Next, service is about an intangible product that is sold or purchased in the marketplace such as airline flights, manicures, automobile repair and theater entertainment. Product-service mix is a bundle of goods and services offered by an organization such as lodging, training and programming. These are the reasons on why case study needs to be done.

1. To analyse the performance of the company.
2. To determine the strong points and weaknesses of the company
3. To give recommendation on the problems faced by the company.
4. To assist to preserve the success of the company.

Case study can be done through face to face interview, telephone interview and questionnaire. But for our group, we have chosen to use face to face interview method. This method is the most preferable by many students and people because it is very easy to handle. Furthermore, the information that we get is more accurate and details since it is the first-hand data or primary resources of data that we are gathered by questioning them directly.

4. COMPANY INFORMATION

- Background

Our group project was doing the interview with Da.Di.Du Borneo Haircut company at Kota Samarahan. Da.Di.Du is a local haircut shop that have many branches . The workers will served you with the good services and offers many types of haircut according to the customers' demand .

Da.Di.Du was started their operation since 2017 by Mohd. Firaz as the manager. He built the shop with his wife because they wanted to expand their talent and wanted to gain their own money. They make that shop difference with the other haircut shop such as make hair taṭtoo and spa.

When the first time they opened the shop, they just make the normal haircut like the other haircut. They not yet to expand their talent. When they start the business, they do not meet the target that they want to achieve .So, they find the other ways to expand their business by make the promotion with the special haircut that they have.

Since then, Da.Di.Du Borneo Haircut has expanded the business with the locations in Miri and Sibü. Da.Di.Du Borneo Haircut offers more types of haircut styles especially for men, so that many customers come to their shop and can give the benefit having a loyalty customers.