



FUNDAMENTALS OF ENTREPRENEURSHIP(ENT300)
CASE STUDY/BUSINESS OPPORTUNITY/BUSINESSPLAN
POPULAR BOOKSTORE SDN.BHD

PREPARED BY

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1.0 Executive Summary

Popular Bookstore Sdn. Bhd. is the largest company that sells books and stationary materials. Popular not only focus on Malaysia but also they focus on Asia market. For example, Malaysia, Singapore, and Hong Kong. Therefore, we have choose this company as our case study. On 5th October 2018, we have carry out interview session at Everise BDC Complex where the Popular branches was located. We did the interview with the one of the company's employee named Pung Poi Moi, 34 years old and she had been working more than 10 years in this company. She gave us a lot of support to finish this case study. Besides, the main purpose of this case study is to investigate the progress that had been made by Popular. It is also to determine the problem hat they faced and give them suggestion on improving their weaknesses.

For the company information, this company was establish their first outlet on January 1984 in Kuala Lumpur, Malaysia. The founder of this company is Mr Chou Sing Chu who started the company at first. He is also the father of Mr. Chou Cheng Ngok who is the chairman of this company. The company has branched into other area and now they has total 169 retail outlets in Singapore, Malaysia and Hong Kong. This company is sell books, stationery, and multimedia products on their businesses.

We have found out this company had some problem that can cause effect of their profit. One of the major problem is unstable economic. For example, we the government implement the GST, this company have to change the price of the product which mean the new price is higher that original prices. Because of this situation, the customers demand will be decrease cause of the increasing in price of the product. Another problem faced by this company is the sales do not conduct. Nowadays,

2.0 Introduction

All of us have decided to choose the Popular Bookstore as our case study. We have done the research by interviewing one of the employee of Popular Bookstore. We got a lot of information about the company by conducted the interview session. We all also know the strength and weaknesses of the company after we all done this case study. Moreover, we have come out a several solution on their major problem that the company faced and we have gave a suggestion to the company a appropriate way to solve their problem.

Besides, the main purpose of this case study is to investigate the progress that had been made by Popular. It is also to determine the problem hat they faced and give them suggestion on improving their weaknesses. It is also a study about Popular Bookstore seems many of students go there to buy many items because it is their necessary needs as a students . It is also to top up more knowledge about the bookstore .

The business that been set up will get into many problem or challenges during they developing or contribute their services or product to the people. The challenges that their business may face will be cause by the unstable economic that can influence the sales per days. Economic problem was one of the factors that all of businessman in the world wills faces soon or later. There will affecting several things in the business process such as decreased in profit, and underachieve target of sales per day . This is one of the problem that been faces by the Popular Bookstore nowadays because of the unstable economy.

3.0 Company Information

Popular Bookstore Sdn Bhd is one of the largest bookstore chain in Malaysia. It was established in January 1984 and has become a household name in Malaysia. This company also have grown to more than 93 stores. The most important part is this company will be add more and more branches in which they could get more profits especially in strategic places.

The name of Popular have core values and meaning in it which is (P)eople (O)bjectivity (P)roduct (U)nity (L)eadership (A)ction (R)eward & Recognition. Besides, this company also have their own vision that is "to serve our people, to grow with our society and to mutually benefits from the world". As for their mission is "to be a leader and dynamic company. To provide value for money products and quality services to our customers, a pleasant working environment for people, and to be a good corporate citizen". In other hand, the company will be giving their best to the customer to gain more knowledge and become more interested about books.

Basically, the story of popular begins naturally with books. In 1924, the founder of POPULAR Group, Mr Chou Sing Chu left the shores of China and came to Singapore. He established the Cheng Hing Company which specialized in picture and comic books. This was the early start of what is now the present POPULAR Group. Popular is making fast and extensive inroads into the Greater China market, especially in China and Taiwan. They have marketing offices/subsidiaries in Beijing, Guangzhou, Macau and Taipei. Their business activities cover many major cities and provinces in China.

All of us have decided to choose Popular Bookstore Sdn Bhd branches which located at Everise BDC Complex, No 21, Level 2, Lot 4271, Block 16, Taman BDC