



اُونِيُوَرَسِيْتِي تِيكُونُو لَوِيكِي مَبَارَا
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

CASE STUDY

Y.K.L AND Y ENTERPRISE

PREPARED BY

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EXECUTIVE SUMMARY

Y.K.L. AND Y ENTREPRISE have been recognized by all UITM Campus Samarahan and UNIMAS students. This is because the enterprise are located in Desa Ilmu Kota Samarahan which is student's centre. The services that offered by Y.K.L AND Y ENTERPRISE includes sublimation lanyard, sublimation t-shirt , souvenirs,trophies,plaques,medal,cap,premium gift, embroidery, banner , bunting , digital printing, corporate shirt, t-shirt,and sticker . The major problem faced by this company are the number of machine are limited, there are limited storage capacity to store the finish goods and less variety of new design. The reason they faced this kind of problem because of financial problem. The company could not buy new machine or upgrading or expanding the store room because of their company financial problem. This financial problem are closely related to economic problem. The price of new machine are high and they need to face this. They also needs to face new competitor. Other competitor likes to set lower price compare to Y.K.L AND Y ENTERPRISE for their product and services. But the price set by Y.K.L AND Y ENTERPRISE shows the quality of the services.

INTRODUCTION

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in variety off settings. Variations of entrepreneurship education are offered at all levels of schooling from primary or secondary schools through graduate university programs.

Entrepreneurship educations focuses on the development skills or attributes that enable the realization of opportunity, where management education is focused on the best way to operate existing hierarchies. Both approaches share an interest in achieving “profit”in some form (which non-profit organization or government can take the form of increased services or decreased cost or increased responsiveness to the customer/citizen/client).

However to be entrepreneur, there are many challenges that must overcome the couple of those problems are:

-Lack of financial

Cash flow is essential for start ups to survive. One of the key challenges that small businesses face today relates to finances. As income increases, the expenditures also increase and to top it all, start ups rely heavily on investors who provide them strong financial support. When there are such situation, start ups are the first ones who lose on properly managing their finances, and eventually surrender to the pressure. While entrepreneurs have to make sure that they have enough funds to go around, they also have to pay their employees, contractors, mortgage, and grocery bills.

-Poor Business Planning

Proper planning is the key for start ups of businesses off the ground. In this technological landscape, writing a formal business plan based on a unclear requirement of some institution are bad idea. Due to poor planning, many businesses fail in the very first year because they do not effectively factor in challenges and in

Company Information

Y. K.L and Y enterprise was established in 2010 . It is located at SL40,1st Floor , Desa Ilmu Phase 25, Samarahan Land District , 94300 Kota Samarahan. The owner of this company is Cecilia . She started this company in 2010 with only her and her husband as the sole founder and the only staff in the company. After a couple of years , operational and having good business, Cecilia started to adding more employees. During 2011, they had about 8 staff which are Cecilia herself, Savio , Calvin , Celina, Robert, Calvin and Yoh .

For Y.K.L and Y Enterprise , we had detected that Y.K.L and Y Enterprise they using two kinds of business model which are “Brick and Mortar” and Sole Proprietorship

. The term brick-and-mortar marketing refers to marketing communication specific to physical retail stores, as opposed to Internet, catalog or multichannel retailers. Retail marketing in general is commonly referred to as retail communication and it encompasses all of the media and tools used by store-based retailers to attract and retain customers.

Many consumers still prefer to shop and browse in a physical store. In brick-and-mortar stores, consumers can speak with employees and ask questions about the products or services in others words the customers are face to face with the employee. Brick-and-mortar stores have the ability to offer experience shopping whereby consumers can test a product such as a video game or laptop at BestBuy. Brick-and-mortar businesses also provide consumers with instant gratification when a purchase is made.

Some consumers are worries of using their credit cards online and often associate legitimacy with a brick-and-mortar business as a physical presence can foster a perception of trust. However, there can be disadvantages for corporations that run brick-and-mortar stores including the costs associated with leasing the building, employees to conduct transactions, and utility expenses such as electricity, heat, and water.