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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

NAME OF COMPANY : EVERRISE

TYPE OF BUSINESS : SUPERMARKET AND DEPARTMENT STORE

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE AND
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EXECUTIVE SUMMARY

The case study is important to evaluate the company's information, company's analysis as well as the company's major problems and alternative solution that the management has provided. The methods that used to study the analysis is face-to-face interviews with the management of the company. We decided to choose EVERRISE SUPERMARKET STORE DEPARTMENT for this case study that located at Kota Samarahan, Kuching which is a supermarket business. This company also have many product and the customer also can have various choices.

Based on the findings during the interview, we have found several business's problem and weaknesses in this company. We also come out with our own opinion and also alternative solution to solve the company's problem. This company also have their own strength to maintain their performance's company to serve the community and satisfied all the customers. This company also have a good opportunity to expand and promotes their company in the future.

INTRODUCTION

We have conducted a study regarding to our chosen company in which we want to identify the company's strategies on how they manage to keep their business running from the first development of the company until now. Every company have their own strategies and plan to keep on maintaining their company's reputation and performance. The purpose of the study is to study on how this Everrise company maintain their company's performance, the strength and weaknesses of this company and also what is the major problem that has been faced by this company in order to achieve their company's mission, vision and goals.

Every company have their own problem to solve and this company also have a several problems that may be solved to maintain their company's performance. The problem that have been faced by this company is the company always tried to reuse the same facilities and save cost. For example all the facilities that have been used a long time ago and almost rusty are still been used until now because of the company want to save cost and utilize the facilities that still in good condition. Other problems is the employees must deal with customer's complaint. If the certain product are in a bad condition, the customer can get a new better product and also can ask for refund the money.

COMPANY INFORMATION

Our chosen company is Everrise founded by the late Simon Sia in 1993. Today under the leadership of the second generation, Everrise has become one of the largest lifestyle supermarket chains in East Malaysia. Jeffery Sia is the middle child among the siblings of three in the family and take over the management role of his father's business when his father was terminally ill. Simon Sia subsequently passed away in 2005. With a strong local knowledge base and a team of dedicated workers, Everrise is looking into expanding to new regional markets in the next five years and now have become the customers' choice of supermarket.

The business model for this Everrise company is providing services as supermarket that provides softline, hardline, beverages and many other services. Hardware, housewares, automotive, electronics, sporting goods, health and beauty aids or toys would be considered hardline goods. This company also sell the products such as foods, beverages, kitchen's tool and more.

Every company have their own marketing and operational strategy. Everrise also have its own marketing strategy such as the supervisor will monitor every item that is not sold or purchased and will call with the distributor company himself. So the distributor company itself will make promotions by discounting down the price of the product. This action will promote the product and also can gain more profits. This Everrise company also operates from 9am to 9pm for everyday. The operational strategy is to make sure their employees have a chance to get a overtime during work. The supervisor will monitor their employees and give them opportunity to get a overtime based on their performance. This will motivates and inspire their employees to earned more revenue and make them perform in doing their task. If their employees perform well in doing their task, they also have a chance to get promoted and higher salary based on experience and performance.