



COMPANY ANALYSIS

Al-Ikhsan Sports

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TABLE OF CONTENT

TOPIC	PAGE
TITLE PAGE	1
TABLE OF CONTENT	2
1. INTRODUCTION	
1.1 Background of Study	3
1.2 Problem Statement	3
1.3 Purpose of Study	3
2. COMPANY INFORMATION	
2.1 Background	4
2.2 Organizational Structure	4
2.3 Products / Services	5
2.4 Technology	6
2.5 Business, marketing, operational strategy	6
2.6 Financial achievements	7
3. COMPANY ANALYSIS	
3.1 Strengths	8
3.2 Weaknesses	8-9
3.3 Opportunities	9
3.4 Threats	10
4. FINDINGS & DISCUSSION	11
5. CONCLUSION	12
6. RECOMMENDATION AND IMPROVEMENT	12
7. REFERENCES	13
8. APPENDICES	13-14

1.0 INTRODUCTION

1.1 Background of Study

The aim of research for this case study is to help us in receiving and gaining a better understanding of the concept of the company's issue, countermeasures, and solutions to the problems, as well as the company's organisational structure. We chose the Al-Ikhsan Sport Sdn Bhd company as a topic for this case study. Al-Ikhsan is specialized in providing the best quality of sports equipment and affordable prices for many people.

1.2 Problem Statement

The reason why Al-Ikhsan Sport is doing this business is because of their core purposes where they want to keep Malaysia fit and active by making sports affordable for all, especially to Malaysia consumers. This is because there are so many retail sport businesses out there but only Al-Ikhsan provides an affordable price to their customers which is in the range of prices that Al-Ikhsan provides based on customer capabilities and income.

1.3 Purpose of the study

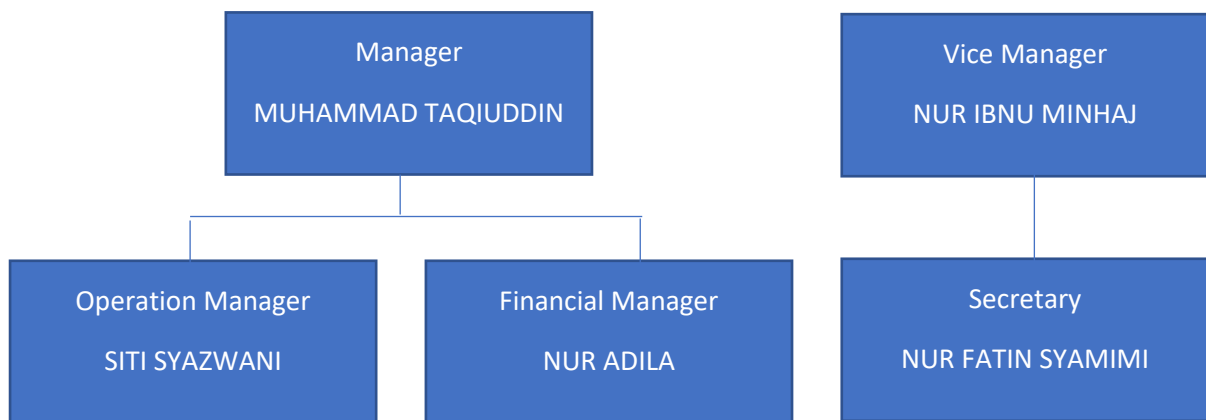
The purpose of the case study is to analyse thoroughly the company and the products or services they offer, the technology they used, and the possible strengths, weaknesses, opportunities and threats of the company by using SWOT analysis. From SWOT analysis, it helps to determine if the implementation of the solutions is suitable to exploit the market.

2.0 COMPANY INFORMATION

2.1 Background of company

Al-Ikhsan Sports Sdn Bhd is Malaysia's No. 1 sports retailer which is primarily involved in the retail of sports footwear, apparel and equipment. Al-Ikhsan Sports was established in 1993 with a single 150sqft store in Holiday Plaza, Johor Bahru by a husband and wife team, Tuan Haji Ali Hassan and Pn Marina Abu Bakar. From a sole proprietorship enterprise, the Company has evolved to a Private Limited Company now known as Al-Ikhsan Sports Sdn Bhd. The business has grown tremendously and currently has over 125 stores located throughout Peninsular Malaysia. Since its inception, the company has grown from a singular sports convenience concept to a multi-category, multi-concept sporting goods giant with a clearly segmented strategy to address consumers and sports lover across different income groups, offering global brands at affordable price.

2.2 Organizational structure



This is the current organization chart that prepared by the owner of the company. It shown that the manager was the only top management that have all the responsibility for the management level.

2.3 Products/Services



Name of Brand	ADIDAS MEN ENERGYFALCON RUNNING WHITE
Price	MYR 199.00
Size available	7UK, 8UK, 9UK
Gender	Men
Code of Brand	#EH3146
Colour	White



Name of Brand	PUMA WOMEN MODERN SPORTS WOMEN'S FULL ZIP HOODIE JACKET PEACH
Price	MYR 239.00
Size available	S, M, L, XL
Gender	Women
Code of Brand	#583542 16
Colour	Peach