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CASE STUDY

EZY BUNDLE KOTA SAMARAHAN

PARTNERSHIP BUSINESS

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1.0 Executive Summary

EZY Bundle Sdn. Bhd or also known as EZY Bundle Kota Samarahan have been recognized by certain UiTM students and not many people know the existence of EZY Bundle in Kota Samarahan. This is because this company just recently launched their opening on the 2nd of February 2018. The location of this new branch is on the opposite building of Aiman Shopping Mall, Kota Samarahan at Jalan Datuk Muhammad Musa. EZY Bundle Kota Samarahan was owned by two partnership which is Mr Desmond and Mr Benny. This bundle business is a partnership business that having proximately 20 employees.

The vision and mission of this company are to become well-known bundle business company that provide products such as used or pre-loved items with high quality at the affordable and cheap price. Their main target markets are the students and the residents of Kota Samarahan. This company provide more than ten preloved different items such as caps, shoes, clothes, jeans, skirts, shawls, dress, pant and many more. This company gets the bulk of their items from the other's country such as Korea, Japan, United States and Australia. The pricing method of the product depends on the grade or the quality. They have graded the item that they sell accordingly such as A, B, and C. The lower the grade or the quality of the product the lower the pricing will be.

In addition, they have their own strategies to ensure that their business will grow further and become a well-known company which divided into three major strategies such as business, marketing and operational strategy. The financial achievements of EZY Bundle Kota Samarahan profit are around RM 100,000 per month after deducting all the operation expenses. According to the owner of this company, Mr Benny and Mr Desmond, their sales will increase especially during the weekends such as Friday, Saturday and Sunday and during the promotion been held. Based on the company analysis, one of the strength of this company is they sell items that with a high-quality product at an affordable price so that the people with lower income can afford to buy the items.

The major problem faced by EZY Bundle Kota Samarahan is damages to the certain stock they received. For example, the items that they received are dirty and torn. After doing the research on this case study, the recommendation and improvement that we have suggested are this company should sending a representative from their store to the supplier to select high quality and good items for sale.

2.0 Introduction

The term of entrepreneurship refers to a process of innovation and new venture creation through 4 main dimensions which are individual, organizational, environmental and process. Then, entrepreneur is individuals who form or lead their own business and develop the business growth and prosperity. In addition, entrepreneurship provides students with the skills, motivation and knowledge to encourage them to actively participate in entrepreneur field.

The main purpose of the case study in entrepreneurship is to analyse and identify the problem occurred may be due to the technology, process, product and service oriented. After researching on a case study, several method or solution will be provided to cope with this problem.

Hence, to be an entrepreneur of bundle businesses, there are many problems that must be overcome and those problems are :

i. Damages to the certain product

Bundle businesses will always face this problem such as damages to certain products from a supplier. This is because their product is not a new item but all the products are used items or pre-loved items such as shirts, jeans, bags, shoes and belts that they get from a various supplier. For example, the product may be defect such as dirty and torn.

ii. Time-consuming in the process of determining the grades of the items

All the item or product need to be divided into certain grades. For example, in EZY Bundle Kota Samarahan they dividing their items into 3 Grade which are Grade A, Grade B and Grade C. The item that with good quality and still in good condition will be in Grade A , but low-quality item and in less good condition will be in Grade C. This process will take a lot of time-consuming because this is done manually by the workers so they can state the price of the items based on grades.

iii. Low technology

Lack of the technology such as the method of paying process because EZY Bundle only provides the method of paying in term of cash only. For instance, EZY Bundle does not provide an alternative method of paying such as card paying machine. Hence, this will become a problem if any customers did not have cash during that time and they only want to pay using a credit card.

3.0 Company Information

3.1 Company Background

EZY Bundle Kota Samarahan is a partnership business which handles by Mr Benny and Mr Desmond. It started opened the business 2nd February 2018 and was located just around the corner the Aiman Mall at Jalan Datuk Muhammad Musa. EZY Bundle Kota Samarahan have a four shop lot and also provided two hostels for their employees. EZY Bundle Kota Samarahan is a business that provides a preloved and vintage and this company gets the bulk of their items from the other's country such as Korea, Japan, United States and Australia. Since these country were having four seasons then they need to change their clothes or attire for different season cause they have a problem with space to store the attire. Cause of the product still can be used that is why the bundle assist to bring it with a lowers price base on the quality or the grade of the product.

3.1.1 Vision and Mission

The vision of EZY Bundle Kota Samarahan is to be a bundled business to change it with a modern bundle that provides with quality and with affordable price to the customer and try to value money with the product that provides by EZY Bundle Kota Samarahan.

3.1.2 Objective

- i. To bring a product with a quality.
- ii. To make customer easy to choose their product.
- iii. To ensure customer' satisfaction, happiness, and fulfil the customer wants and needs.
- iv. To serve a customer like this bundle threat as their own home to make them feel comfortable.
- v. Serve the customer and let them get more profit.
- vi. Allow the customer evaluate the product or give a comment for the improvement.
- vii. To ensure the store are clean and the goods are neat and orderly.

3.1.3 Goal

To attract the customer to buy goods with a lower and affordable price of any product at EZY Bundle Kota Samarahan.