



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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CASE STUDY

BORLEAF AIMAN

BEAUTY AND HEALTH SUPPLEMENT PRODUCT

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EXECUTIVE SUMMARY

Borleaf Aiman is a Private Limited Company with 5 branches spread across Sarawak, with its headquarter located in Kuching and has been operated for 3 years since 2015. Borleaf Aiman sells variety of beauty and health supplement products with an affordable price and high quality. Borleaf Aiman Kota Samarahan branch operated in strategic areas where IPT students from UiTM and UNIMAS always passed by their shop since food court and Aiman mall were there too. Their target market are people from toddlers to elders. The problem that the company faced is the workers. Each workers were required to memorize the products name and know each functions of each products that the company sells. The experience needed is up to one year of work in the company in order to get raised. Especially the new hired workers, they were having a hard time to learn and memorize. Solution to the problem is that they give a book or catalogue that contained information regarding products that the company sell to the new and inexperienced employees, so that they are able to learn while away from their work. Thus, this can reduce the likelihood of employees turnover. Also, Managers will be polite and positive towards the new employees and teach them how to handle and treat customers. Other problem is the products that they ordered were sometimes wrong in terms of quantity and types. They did a review on the invoice and match with the list of products they ordered in order to detect errors. What they did is they call and inform the supplier and return back to them if any wrong quantity and products are sent to the company.

1. INTRODUCTION

1.1. Background of the study

Beauty and supplement store plays a huge role in offering and helping society with low income as well for student, to be able to access to a variety of high quality beauty and health products. In areas such as Kota Samarahan, where students from universities always seek for cheaper yet high quality products are common. Especially among females, beauty products such as skin care, hair products are sought after. Even among males too, products such as hair gel, body spray are highly demanded too. Not only students, there are also local citizens who interested to buy health and beauty products for their family. It is good for them to have or buy a good product from natural herbs to maintain their health and beauty especially for women who aged between 40 years old and above. As we know, there is a lot of beauty and health products that were sold for every level of age of society. For example in Malaysia, beauty products such as Qu Puteh and Terlajak Laris products are both from Datuk Seri Vida and Dato Aliff Syukri company.

1.2. Purpose of case study

The main purposes of this case study of Beauty and supplement store are:

1. To study the concept of Beauty and supplement store in the
2. To evaluate the importance of beauty and health supplement products in the society.
3. To analyse the overall production of the business and strength and weaknesses of bakery businesses.

1.3. Business problem description

Every company will somehow face problems in their business operation and need to overcome those problems. Internal problems such as lack of finances, incapability to market the business proficiently, problems in managing the business, employees turnover, rude customer service. In order to keep the business run at optimum pace, the managers must find a solutions to combat these problems.

2. COMPANY INFORMATION

2.1. Company Background

Borleaf Aiman is a Private Limited Company with 5 branches spread across Sarawak, with its headquarter located in Kuching and has been operated for 3 years since 2015. Borleaf Aiman sells variety of beauty and health supplement products with an affordable price and high quality. The manager that managed Borleaf Aiman branch in Kota Samarahan, named Abu Zar Bin Abdulah is the current manager that oversee and managed the company. Currently, there are 3 supervisors and 2 salespersons who worked in Borleaf Aiman, Kota Samarahan branch. The requirements to work in the company is SPM level, they would reject degree holder as it overqualified the requirements of the company. The main problem is the time taken for some products to arrive on time. Some products that they ordered could take one or two months to arrive. Some products were also wrongly sent to the company.