



dUcK

COMPANY ANALYSIS

THE dUcK GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL
SCIENCES & CS241**

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ACKNOWLEDGEMENT

In the Name of Allah, the Most Gracious, the Most Merciful.

First of all, Alhamdulillah, I praise Allah SWT for giving me the opportunity to complete this case study successfully. He gives me the strength to complete this company analysis during hard times and He also gives me the courage and helps me to find the data and information as requirements for me to complete this case study.

The gratitude and millions of thanks to Technology and Entrepreneurship (ENT600) lecturer, Puan Yusrina Hayati binti Nik Muhammad Naziman for giving me persistent support and guiding me with a lot of patience in enhancing to complete this research case study. She teaches me a lot of knowledge about this subject that relates to the case study and it eases me to complete this case study. It would have been impossible to complete this case study without your help and advice.

I also want to thank to my parents for being supportive from the beginning until the end and I really appreciate their prayers and motivations for me to complete this case study. Finally, I would like to thank my friends who help me to complete this case study.

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	
1.1 Background Of The Study	4
1.2 Problem Statement	5
1.3 Purpose Of The Study	6
2. COMPANY INFORMATION	
2.1 Background	6
2.2 Products/Services	7
2.3 Technology	8
2.4 Business, marketing, operational strategy	8
2.5 Financial achievements	9
3. COMPANY ANALYSIS	
3.1 SWOT	11
4. FINDINGS AND DISCUSSION	12
5. CONCLUSION	15
6. RECOMMENDATION AND IMPROVEMENT	15
7. REFERENCES	16

1. INTRODUCTION

1.1 Background of The Study

Hijabs, in particular, have evolved from a headscarf to a fashion statement, with intricately embellished patterns to "instant" shawls that appeal to various women and occasions (Foan, 2020). The surge in demand for hijab fashion in Malaysia, where more than 60% of the population is Muslim, has resulted in the growth of independent hijab specialist brands, with a market size of at least MYR 1 billion (USD 245 million) (Indexmundi, 2017). In its true meaning, the hijab, or act of veiling, preserves a Muslim woman's modesty both physically and mentally. Cloaking the body to avoid harassment from the opposite sex and displaying religious devotion are defined in Quran translations (Woldesemait, 2012). Muslim-majority countries have resurrected female modesty as a uniform for cultured, modern Muslim women in recent years to demonstrate Islam as a progressive religion in contrast to its Western counterparts. There's no doubt that modest fashion is a burgeoning market not just in Malaysia, but globally.

As more Muslim women in Malaysia become wealthy, they've turned to high-end hijab brands to flaunt their newfound wealth and prestige (Lee, 2020). Hijabs are no longer associated with rural backwardness. The hijab (Malay: tudung) has been updated for the twenty-first century and is now a sign of cosmopolitan female Muslim success, complete with inflated price tags to match. A simple silk piece can cost as little as RM1000 (\$245 USD) to as much as RM33,000 (\$8,000 USD) for one embroidered with Swarovski crystals. Local Malaysian brands like Bawal Exclusive and dUCk Scarves are currently meeting this demand for luxury hijabs.

This study focuses on the rising hijab industry in Malaysia, which has received positive feedback from both local and foreign hijab fans. The popular Duck scarves from its creator and blogger, Vivvy Yusof, is one of the successful hijab products when using celebrities in their market and successful enough online (e-commerce). In the hijab industry, any celebrity associated with this scarf is instantly a Muslim symbol. A trustworthy celebrity carries positive associations of beauty, trustworthiness, and experience, thus directly and positively augmenting customer awareness of an endorsed brand (Dwivedi et al., 2015).

1.2 Problem Statement

There are benefits to having a recognizable name, amid rumblings about the commercialisation of goods relevant to religious traditions. Is it indeed modest wear if it doesn't come with a modest price tag? When goods are priced only a little higher, though, there are pitfalls. Yes, it makes them more appealing, and it's classic marketing. But then copycats start entering the market, exploiting the brand and its emotional connection with consumers (Nadia et al., 2018). The New Straits Times by Aznim Ruhana on July 4, 2018 shared about Siti Khadijah and Duck fight against fakes. Vivy Yusof, the maker of dUCk, claims that her scarves have been shamelessly copied. "It's exploded in the last year, with setups in Vietnam dedicated to making fake dUCks".

Next, every season, the fashion, architecture, and lifestyle industries produce a large number of new and unique designs. According to British Malaysian Chamber of Commerce Berhad (BMCC), however, national and regional laws for registering and protecting these designs seem to be underutilised. Recently, Vivy Yusof of dUCk Scarves has been accused of allegedly plagiarising another hijab label, Bokitta (Joycelyn, 2020). Bokitta fans were quick to accuse that the hijab accessory had already been around since last year, while dUCk's product was launched just a few days ago on October 20. This isn't the first time that dUck has been accused of allegedly copying another designer's artwork.

dUCk is an e-commerce company, which is a disadvantage since their goods are only available online (Fashion Valet Style, 2015). When the system is down, things become more complicated; consumers are more likely to receive the incorrect items. Aside from that, there is a number tracking issue when the system is delayed. Thus, shipping time can be lengthy. Another of the toughest ecommerce drawbacks is battling for customers (Nicole, 2018). The truth is that the most profitable niches are frequently the most competitive. That is why they attract so many entrepreneurs. The more competitive a niche is, however, costly its advertisements are.