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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

GUARDIAN HEALTH AND BEAUTY SDN BHD

PREPARED BY

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CONTENTS

EXECUTIVE SUMMARY	2
INTRODUCTION	3
COMPANY INFORMATION	4
COMPANY ANALYSIS	5
BUSINESS PROBLEMS	6
1) <u>Employees</u>	6
2) <u>Limited range of products</u>	7
3) <u>Suppliers</u>	8
4) <u>Inorganized store</u>	9
5) <u>Limited target market</u>	10
RECOMMENDATION AND IMPROVEMENT	11
CONCLUSION	13
REFERENCES	14
APPENDICES	15

EXECUTIVE SUMMARY

Guardian Health and Beauty Sdn Bhd have been recognized by people whom living in Kota Samarahan. Guardian have many branches and one of them is located at Summermall, Kota Samarahan. It is a franchise business model which offer products to their customer such as health and beauty products. In this case study, there are few elements that we have studied such as:

- a) Company analysis
- b) Discussion on major problem
- c) Recommendation and improvement to problem

There are various major problems faced by this store which is related to the customer, staff as well as the supplier for this store. There are also ways to solve and to improve in order for them to improve and to fix the problem from arise next time by making analysis using SWOT Analysis.

INTRODUCTION

The case study is about Guardian Health and Beauty Sdn Bhd, a company that sells various kind of cosmetics, healthcare products, mass beauty, which are basically known as a drugstore company. This company is using franchise business model as there are more than 400 branches nationwide of Guardian. As for the case study purpose we are going to focus more on one of its franchise in Summermall, Kota Samarahan.

The purpose of this study is to identify their external and internal problem that the company face and how exactly they solve their problem within the company to achieve the vision and mission of the company itself. This study is also mainly to observe the problem that they face whether will bring negative effect to the company or not and to recommend the best solution on how they should solve their problems.

COMPANY INFORMATION

The Guardian Health and Beauty Sdn Bhd was established in 1967, Guardian was a mere 200 square feet pharmacy at the Weld in Jalan Raja Chulan catering to the expatriate community. In 1981, Guardian Health and Beauty made first foray into beauty products. Today Guardian has become the largest Pharmacy, Health and Beauty retail chain in Malaysia, offering goods and services to more than 30 million Malaysian consumers and have more than 400 stores nationwide. The Guardian brand name is widely recognized by Malaysian consumers and trusted for offering quality product at affordable prices. Guardian is owned by GCH Retail (M) Sdn. Bhd, a leading retailer in Malaysia which was acquired by the Dairy Farm Group, Hong Kong. The Guardian Health and Beauty Sdn Bhd is a private company which have agreement with University Kebangsaan Malaysia and The International Medical University to facilitate a community pharmacy attachment programme to develop working skills and abilities.

Organizational structure in this company is they have service group which is cashier and promoter. Guardian Health and Beauty Sdn Bhd is a multitasking work, which mean one person can hold two position and roles in that company. By using multitasking method every person can learn more do the work better as well and not only do one particular thing of work. The Chief Executive Officer for Guardian Health and Beauty Sdn Bhd is Soren Lauridsen, since this is a private company their organization chart is very confidential.

Business model for this company is Franchise Model. It involves the owner of a business licensing to a third party the right to operate a business or distribute goods and services using the franchisor's business name and systems for an agreed period of time. When it comes to Franchise Models all must be consistent and same in term of products and price. Everything should be same when it comes to Franchise Model.

Besides that, for the marketing strategy. Guardian Health and Beauty Sdn Bhd marketing strategy is promotion, advertisement and brand campaign. Promotion is the main marketing strategy for Guardian Health and Beauty Sdn Bhd because every week they will have promotion or sales on selected product. Through this promotion or sales, it will generate their income or profit. They also promote their own company through media social such as Facebook, Instagram which are through their own official page. This is an effective way to promote their company and spread the news through advertisement or banner, to attract more customers regardless of their age.

Financial achievement for Guardian Health and Beauty Sdn Bhd has consistently served an average of three million customers every month. Their operations and investment in the business have generated significant economic spin-offs for manufacture, suppliers, importers and services providers, big and small.