

CS-AM-E



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CASE STUDY

NAME OF COMPANY:

SAMFAH ENTERPRISE

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EXECUTIVE SUMMARY

To summarize all the information that our group has conducted from the case study, our group has collected a few important information on the overall study of our interview with the manager of Samfah Enterprise. We have learned that the company has faced many types of challenges while operating the business. However, the manager and his employees have their own strategies and alternatives to overcome the challenges that they faced. Apart from that, our group can identify that the operational strategies used by the company as a method to reach their objectives in their business is successful as they open the business at a very strategic place as there are a lot of UiTM students around which helps in contributing to the success of the business.

The company also provide a variety of products in their business which is an advantage to the company as there are many choices of products that the customer can choose from in the shop. Other than that, with variety of products provide by the company, this will result in attracting more customers to buy products from the shop as well as increase the profit of the company. Furthermore, with an increase of the profit, it can help the company to improve and repair the facilities that is needed in the shop as well as adding more computers, printers and other machine in the shop to make it more convenient for the customers to use.

As for the workers behaviour, the manager makes sure that they give a good service to the customers. The workers are advised to not play with their smart phones while the customers are asking for help from the workers. The manager of Samfah told our group that he trusts his workers for giving their full attention to the customers as it will maintain a good reputation between the workers and the customers as well as maintain a good image of the shop.

In conclusion, our group hope for the best in Samfah Enterprise business in the future to come and we hope that the company will expand more in opening more franchises. From all the study and interview that we had done with the manager we can learn a lot about the advantage and disadvantages of operating a business in the future. Apart from that, we learn the company's way in dealing with the problems that they faced. Our group are grateful with the manager as he is willing to help us with this case study and kindly sharing the information on the company's business.

INTRODUCTION

Case study in this project is a process of researching the development of a company over the time that they have been operating. In this study it shows how a company manage their business to keep it running in the business industry as there are a lot more other company competing in the same business. The purpose of the case study that our group conducted is to learn and identify what method that we can share to the company to improve and to handle the problems that the company is going to and have to face. It is important for us as student to start gaining knowledge about business as it can help us in doing business in the future. Apart from that, by interviewing a company, it can also help us to boost our confident with our communication skills.

In this study our group went out to conduct a case study and the company that we have chosen is Samfah Enterprise which is located in Desa Ilmu Kota Samarahan. Our group interviewed the manager, Mr.Lim Soon Poh, and will be looking into the company's information such as the background, organizational chart, business model, type of business and their financial achievements from the beginning of the business until the current time. Our group will also study on the company's strengths, weaknesses, opportunities and threats (S.W.O.T.). We will then help them in suggesting the best solution for the problems that the company often face. From interviewing the manager, we can learn and gain useful information about the advantages and disadvantages of doing the business.

Furthermore, from the case study that our group has conducted at Samfah Enterprise, we learn that the problems the company often face was the product was not send according to the stated time that the supplier had promise. Other than that, the company would often receive the wrong product from the supplier, and the supplier would send old stocks to the company instead of the new stock requested. From the problems stated, our group will know how the manager handles these problems in the company.

COMPANY INFORMATION

Samfah Enterprise was first established in 1982 in Sungai Maong, Kuching Sarawak. The type of company that Samfah is operating is in franchise and they expand to Kota Samarahan to which our group has chosen the company to conduct our case study as it is very near to where we are studying which is located at Desa Ilmu Kota Samarahan. Samfah Enterprise started their business in Kota Samarahan in August 2014 which was first known as Evol stationery. Our group met the manager Mr. Lim Poh Soon and we interviewed him. We were told that the business provides products such as stationary and services such as printing and binding to their customers at the shop. The products that the company supply is mostly of a well-known brand of stationery in Malaysia such as Faber Castell, Canon, Pilot, Artline and etc.

As the company was still new when they just started operating, they didn't earn much profit from their sales as most of the customers are still not aware of a new business operating there. It was because a business that was operating before them was selling their product at a higher price compare to the price that they provide which is much more reasonable, the customers are at first not sure of the price range in Samfah, as they had learn that the price are much cheaper than the previous owner, more customers started to come and buy stationery from the shop. Hence, when more customers come to Samfah, it contributed to an increase in the amount of profit that the company earn and the financial report for Samfah started to balance.

Our group observed that most of the customers in the shops are students and lectures from UiTM as well as teachers from nearby schools. The manager tries to fulfil the students need by providing what the students usually use as part of their study or assignments and projects. Apart from that, the company also make a side income by including snacks and drinks at the shops to attract the attention of their customers. As for the operational strategy of the company, the company selected a good location to do their business as the location of the shop is near UiTM, Unimas and other nearby schools as they are targeting the students as their main customers.