



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**CASE STUDY**

**SMART BOOKSHOP SDN. BHD.**

**BOOKSTORE**

**PREPARED BY**

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## **EXECUTIVE SUMMARY**

Smart Bookshop is among the biggest retail outlets in Kuching. Its headquarters located at Hock Lee shopping centre which had been operating since August 31,1999 whose core business is selling educational and workbooks. Smart Bookshop is specialising in providing extensive academic books including textbooks, reference and workbooks to cater for different preferences of customers especially students from kindergarten to university level and adults.

Since its operation in 1999, its customer base has boosted roughly up to almost 8,000 as well as its revenue that had also steadily increased.

While academic books contributed major sales revenue, Smart Bookshop had since tried to diversify its focus to improve and balance other sections sales including general titles, children and stationery sections.

Smart Bookshop is seeking to expand into a chain bookstore, in alignment with a performance driven culture to achieve the Smart Bookshop vision, “To become number one, in the market we serve and to provide excellent service to our customers”.

However, Smart Bookshop it has own limitation which has affecting the business. The major problem affecting Smart Bookshop is the lack of customers coming to the bookstore to buy books. This problem is attributed to the company’s inactivity when it comes to managing outdated books and as a result, customers are not fully satisfied of the limited availability of latest books. Besides, even though Smart Bookshop is one of the biggest retail bookstores in Kuching, they still facing staffing problems.

The problem can be remedied by increasing the frequentness at which Smart Bookshop updates its collection of books for sale and widens the range of content provided to consumers and provide more job opportunities for those who are unemployed by giving out more quota in the vacancies. This way, Smart Bookshop can ensure its daily operations are sustainable in a long term.

## **INTRODUCTION**

In the entrepreneurial world, business people are always bound to face problems. These problems will have a negative effect on a business in the current term and the long term. For example, businesses may wonder why their profit never increases, or why their employees are not motivated to do their work. To solve the problems, analysis must be done to identify the source of the problems and steps to solve them.

This study aims to help students identify the application of theories and concepts taught by their lecturers in class to real-life situations. It also trains students to be better at making decisions and finding solutions to problems affecting the entrepreneurial world. For this case study our group has chosen Smart Bookshop, a bookstore which is quite well-known in Sarawak, as our research subject. We will be looking at various elements such as the company's organisational structure, its business model and the products and services it may provide. At the same time, we will explore limitations currently experienced by Smart Bookshop in terms of its line of products and services along with their workforce.

Lastly, we will make suggestions to solve Smart Bookshop's major problem. It is to be noted that not all information regarding the business may be available and estimations or assumptions may be done to represent the actual data in this case study.

## **COMPANY INFORMATION**

### **Background**

Smart Bookshop Sdn. Bhd. (commonly known as Smart Bookshop) is one of the largest retail businesses in East Malaysia. This is especially true in and around the city of Kuching, where the Smart Bookshop currently has seven outlets. They are located at Hock Lee Centre, One Jaya Leisure Mall, Kuching Sentral, Mydin Vista Tunku, Giant Petra Jaya Mall, Plaza Merdeka and Summer Mall. As a bookstore, Smart Bookshop specialises in providing both academic and non-academic publications along with stationery products to its customers. Smart Bookshop's target market mostly comprises of students from kindergarten to university level, followed by adults.

The company is a chain business, meaning every branch of Smart Bookshop in Malaysia is owned by the same entity. This is different from a franchise business, which licenses its brand to third parties, so they can operate under a certain name like McDonalds and KFC.