



اُنِيْوَرْسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY (YAHAIRA – MUSLIMAH'S BOUTIQUE)

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EXECUTIVE SUMMARY

In this summary, we are going to write the key points, findings and identified the business opportunity on the company that we have chosen which is Yahaira that is located in Kota Samarahan that have large amount of populations which is 250,622 peoples. Yahaira is the muslimah's boutique that creates an environment for people of that area to achieves their fashion goals. They have 2 branches in Kota Samarahan. We will identify the background of this boutique, the product or services of the boutique provided, operational strategy and their financial achievements. We also will identify the problem or issue that the boutique are faced. We also have to analyze the company using SWOT analysis which is strength, weaknesses, opportunity and treat. We also will give some recommendation to the boutique for their future use.

INTRODUCTION

In this case study, we are required to make an interview a company for analyzes a real-life situation where do the existing problems need to be solved. We should relate the theory to a particular situation. On other hand, we need to identify the issue or problem of the company that we choose with SWOT analysis by selecting the major problems. Next, to solve the major problem, we are suggest to find any solutions and recommend the best solution to be applied.

COMPANY INFORMATION

- **Background of the Yahaira Muslimah's Boutique**

The Yahaira Muslimah's Boutique is the boutique that located in Kota Samarahan. They have started their operation at Summer Mall 2 years ago. One year after, they opened their new branch on 5th May 2017 at Aiman Mall . The business type of this business is enterprise. The owner of this gym known as Sapiah Binti Abdul Samah. She is 40 years old. At the first opened for the boutique in Summer ,she have to managed the boutique by her own. In the second month, they hired a worker to assists her.

- **ORGANIZATIONAL STRUCTURE**

