



Musa Jaya Enterprise

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

- FACULTY & PROGRAMME** : Faculty of Architecture, Planning and Surveying
AP221 8A, Town and Regional Planning
- SEMESTER** : MARCH – JULY, 2018
- PROJECT TITLE** : MARKETING IN MUSA JAYA ENTERPRISE
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INTRODUCTION

Background of the Study

This study is to evaluate the extent to which a business is to be developed. This study was conducted at a bicycle shop located at phase 3 of Puncak Alam. The team has chosen Musa Jaya Enterprises as a case study. The company was founded in 2014 and there are 4 workers. The founder also known as manager, is Mr. Musa, 53 years old.

The reason why this team chose this company as case study is to analyse the marketing strategies used by this company which based on surrounding factors.

First of all, cycling activities in the country are very active right now for casual, fun, hobbies and meet new friends who love the same sport. In fact, some are pedalling by the influence of colleagues and school friends because their shared interests attract others.

Additionally, according to the Ministry of Health Malaysia, about 8.5 million Malaysians suffer from overweight issues where 4.4 million of them are obese. The reason why they are experiencing this problem is due to hereditary factors, unhealthy eating styles and even lack of exercise. With the issue faced by Malaysians, the company is taking the opportunity to open a bike shop to facilitate the residents to practice a healthy lifestyle with cycling where the cycling activity is the easiest exercise besides swimming.

Furthermore, the company is taking the opportunity to open this bike shop due to the area at Phase 3 business center area, Puncak Alam is because there is no premises running the same business. Therefore, no problem is faced in terms of rivalry around.

Problem Statement

Undeniably, cycling activity gives a lot of benefits to its users. But in every goodness, there must be a disadvantage, among them:

1. Lack of interest in cycling

Infrastructure facilities and bicycle path in this country were limited causing people not interested in cycling mostly due to safety aspect. Besides, people did not have a lot of time to spend for cycling especially the working ages group.

2. The cycling trend can vanish.

Nobody can know the future. Not even the entrepreneurs. The cycling trend can at anytime be forgotten with the emergence hoverboard and scooters. With both products were using much lower effort to use, it can be that cyclist will someday switch from using bicycle to use hoverboard and scooters. Besides, the weather in Malaysia which is hot can be the other reason why people are no longer interested in cycling.

3. Product sales are not advertised effectively

Compared to other shops and company, Musa Jaya Enterprise did not use the full power of social media as a medium to advertise their products which they only use Facebook.com. The usage of poster and flyers also didn't really being use effectively where the company only pass it to family, friends and customers.

Purposes of the study

The purposes of the study are:

1. To analyse the detail about background of company
2. To study the marketing strategies used by the company
3. To provide recommendation to improve the marketing strategies

COMPANY INFORMATION

Background of the Business

This company was founded on May 3rd, 2014 by Mr. Musa bin Md Yusof under Musa Jaya Enterprise. At the early business, Mr. Musa starting to sell 21 unit of bicycle and now in 2018 he has sold more than a thousand unit of bicycles. For this past four years in the business he already had more than 25 staff. Today there is four staff working here including him.

Name of company : Kedai Basikal Musa Jaya Enterprises, Puncak Alam

Address : No.6 Jalan Astana D 13/D,
Pusat Niaga Astana Alam Fasa 3, Puncak Alam
42300 Kuala Selangor, Selangor

Establishment : May 2014

Phone Number : 019-2200229 / 018-2346616

Form of Business : Partnership

Type of Business : Every type of bicycles, spare parts and repair services.

Business Hours

Operation Hour : 11 a.m. to 10 p.m.
: Tuesday to Sunday (except public holidays)

Premise Location

Business premises located at No. 6 Jalan Astana D 13 / D, Puncak Alam, Kuala Selangor, Selangor. The location of the premises is located in the business area Phase 3 at Puncak Alam. The position of the premises located within Bandar Puncak Alam is a strategic location due to the premises near to the residential area which is their target market is nearby residents. It is also located near to UiTM Puncak Alam Campus which is about 7.7 km.



Figure 1: The location of Kedai Basikal Musa Jaya Enterprises, Puncak Alam