



COMPANY ANALYSIS

CABELLO HOMBRE BARBERSHOP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : CS241

SEMESTER : SEMESTER 6

PROJECT TITLE : CABELLO HOMBRE BARBERSHOP

NAME : IZHARUDDIN ADNAN

LECTURER : MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

Table of Contents

EXECUTIVE SUMMARY	4
1.0 INTRODUCTION.....	5
1.1 Background Of The Case Study	5
1.2 Purpose Of The Study	5
1.3 Problem Statement	5
2.0 COMPANY INFORMATION	6
2.1 Background Company.....	6
2.2 Organizational structure.....	6
2.3 Products and Services	7
2.3.1 Services.....	7
2.3.2 Additional Products.....	7
2.4 Technology.....	7
2.5 Business, Marketing and Operational Strategy	8
2.5.1 Vision and objectives	8
2.5.2 Marketing Mix.....	8
2.5.3 Operational strategy	9
2.6 Financial achievement.....	10
3.0 COMPANY ANALYSIS	11
3.1 Swot Analysis	11
3.1.1 Strength.....	11
3.1.2 Weakness	12
3.1.3 Opportunities	14
3.1.4 Threats.....	14
3.2 Competitors Analysis	14
3.2.1 Analysis of Competitors.....	14
4.0 FINDINGS AND DISCUSSION.....	17
4.1 Findings.....	17
4.1.1 Long Waiting Time for Service.....	17
4.1.2 Lack of Skilled Barber	18
4.1.3 Lack of Understanding in Communication	19
4.1.4 Less Number of Customer during Semester Break.....	20
4.1.5 High Competition	21
4.2 Discussion.....	21
4.2.1 Solution for Long Waiting Time	22
4.2.2 Solution for Reducing Probability of Misunderstanding.....	23

4.2.3	Solution for Sustaining in High Competition Market.....	24
5.0	CONCLUSION	27
6.0	RECOMMENDATION AND IMPROVEMENTS.....	28
6.1	Develop An Application	28
6.1.1	Operational Procedure.....	28
6.1.2	Application Design.....	29
6.2	Marketing Using Social Media	30
7.0	REFERENCES	32
8.0	APPENDICES.....	33

EXECUTIVE SUMMARY

This business plan will introduce Cabello Hombre Barbershop as a new establishing company which is start their operation on April 2018. Cabello Hombre is a company that running business on haircut and others hair services. This barbershop is sole proprietorships that opened by Muhammad Nasrul Bin Alias who is the owner of Cabello Hombre Barbershop. He opened the shop with a capital of RM 30,000 include all repairs, renovation, and all equipment. Location of a business is at middle town Seri Iskandar; nearby Ipoh - Lumut Expressway main road and has 5 barber chairs in their shop and 8 barber workers. The barbers are led by 28 years old manager also as a barber, Zul Azhar Bin Mohd Radzi. Barbershop are commonly focused on haircut, but for retail concept use in Cabello Hombre Barbershop are concentrate on and involve local netizen and educational student surrounding their area which is offer a trending stylish haircut, hair brushing services for the any event, facial wash, hair wash and also sell a hair product as an example pomade, hair spray and others.

They operate the business every day which is the operation hour start from 2.00p.m until 11.00p.m. Their goal, beyond becoming a profitable business, is becoming a trusted destination whereby the clients in surrounding community can come to have their stylish haircut, facial treatment and grooming besides increased self-confidence by have a new stylish hair and new look. Their target market is focus for student and local people. There are 11 barbershop operate in Seri Iskandar and Cabello Hombre Barbershop is one of its. The advantage of Cabello Hombre Barbershop is adjacent to main road which is clearly can be seen by people that use the road, located at middle town and near to high valued costumer. The profitability can be achieved by the Cabello Hombre Barbershop monthly is about RM 5,000 average.

1.0 INTRODUCTION

1.1 Background Of The Case Study

As in 1st April 2018, Cabeelo Hombre Barbershop are start operate their barbershop which is located at No3 Persiaran Dataran 1, Persiaran Iskandar Perdana, 32610 Seri Iskandar, Perak. The barbershop are located adjacent with Ipoh Lumut Expressway main road. Surrounding area of a barbershop is commercial area and educational area which is University Technology Petronas(UTP), Sekolah Menengah Kebangsaan Agama Sultan Azlan Shah (SMKA) and College Professional Mara (KPM). There are 11 barbershop operate in Seri Iskandar include a saloon and its provide many type of service include for female.

1.2 Purpose Of The Study

This study was conducted to identify the challenge and problem that face from this business such as in process, technology, and product or services that implemented in Cabello Hombre Barbershop. From the identified problem, this study can find the solutions to overcome the problem and the ways to increase the profit in the business.

1.3 Problem Statement

From this study, here are several challenge and problem need to be faced by Cabello Hombre Barbershop in operate their business. This is several of the problem:-

- a) Long waiting time for service
- b) Lack of skilled barber
- c) Lack of understanding in communication
- d) Less number of customer during semester break
- e) High competition