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UNIVERSITI
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CASE STUDY
ZALORA WAREHOUSE

ZALORA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This paper is focus on a case study of the company, Zalora Warehouse that are located at Mapletree Distripark Seksyen 23, Shah Alam Selangor and act as Malaysia branch. This company mainly handles online fashion retailers in Asia. Through this report, we study the background of the company, its organizational structure, its products and services, and the technology involved in the company. Other than that, we also learning the current condition strength, weaknesses, opportunities and threats can help a development in business strategies in order to enhance the technology and marketing of the business. In this case study, we analysed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis.

1.0 INTRODUCTION

1.1 Background of Study

The case study is conducted by the team at Zalora Warehouse which is located Shah Alam Industrial Park, Selangor and act as Malaysia branch where this warehouse serves all its products all over the markets through an online platform. This case study conducted to examines the Strength, Weakness, Opportunity, and Threats of Zalora Warehouse.

1.2 Problem Statement

The following are the problems faces by the Zalora Warehouse:

- Zalora Warehouse faces cost of foreigner labour in which the labour cost of each foreigner worker is increase. Zalora Warehouse has cover not just salary, but also in terms of transportation, residence, and welfare. Thus, too high salary need to be considered to ensure the salary paid worth the productivity of worker. The productivity of each worker plays an important part as ensure the process is smooth because the workflow is complicated and achieve Zalora Warehouse standard which is to ensure high quality of process in picking, package, return and measuring products.
- Zalora warehouse are having problems of lost items or products in the inventory. This is happened due to the workers negligence while they were processing items in the inventory in and out of its warehouses, process orders, manage customer returns and refunds and track its own delivery fleets. Therefore, this will affect the amount of stock in the inventory which may result in the loss of the company.

1.3 Purpose of the Study

The following is the purpose of case study of Zalora Warehouse:

- To study the company background, product and services, and technology used in the warehouse.
- To conduct case study based on interview with owner of Zalora Warehouse
- To identify the findings with some suitable recommendation.

2.0 COMPANY INFORMATION

2.1 Company Background

Zalora Group is Asia Pacific's leading group of online fashion destinations. It was founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. Zalora is part of Global Fashion Group (GFG), the world's leader in online fashion for emerging markets.

Established in 2011, the GFG was dedicated to help online fashion companies emerge in its market. The Global Fashion Group operates in 27 countries with a presence in India, South America, Russia and the Middle East. Being a part of (GFG), Zalora Group has grown throughout the years as the voice of fashion in the region.

Zalora is known as the one-stop online fashion destination with thousands of new products. Basically, Zalora Warehouse is also known as Regional e-Fulfilment Hub. Hence, the company does sometimes deliveries for some parts of Malaysia and is considering extending that to the rest of the country and Singapore. This warehouse covering a total area of 470,000 square feet where about the size of nine football fields. It split across five levels, where it can send out up to 100,000 orders a day across eight markets. This warehouse consist of main departments which is Outbound, Inbound, Inventory and Return Department to represent the cycle of the product processes in warehouse. The products are sorted to Zalora's warehouse when they come in, how it is housed systematically for stocktaking and how the orders are separated for delivery to countries in South East Asia.