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UNIVERSITI
TEKNOLOGI
MARA

CASE STUDY

FUNDAMENTALS OF ENTREPRENEURSHIP(ENT300)

PROJECT TITLE: ROZAIMI OPTOMETRIST

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EXECUTIVE SUMMARY

Rozaimi Optometrist is the company that I choose to investigate and gain information for accomplished the goal of case study of ENT300. This company was owned by Mohd Rozaimi bin Razali. However, I have interviewed manager one of the branches at Tanah Merah Kelantan. The person who I am contact is Ms.Noraini Mustaffa. According to her Rozaimi Optometrist SDN. BHD. is a company registered with Suruhanjaya Syarikat Malaysia and has issued with the registration number 615131-P for its business operation.

As you could see, I could not interview the manager by person because of the pandemic that has been occurred almost two years and it was restricted to do so, then I decided to gain information about the Rozaimi Optometrist Company by contact Ms.Noraini via *Whatsapp* as our main chatting place to communicate. Gladly, she has no issue about the informal interview and very open to answer my questions about the company. Below are some of the questions I asks from her: -

- What kind of challenges this company had to encounter?
- How much annual sales amount do you receive?
- Do you gain more or lose more related to profit?
- What kind of services that available there?

Basically, even though during this pandemic season, they still open the store for their customer. Their customer could walk in and do the eye examination as needed. Yet, they follow all the government rules of social distancing among the customer that come to the store. Additionally, all the characteristic and the competencies for this case study I will explain more and detail about them. As we all know before starts a business, Business Model Canvas (BMC) is significant for those who wanted to open any type of businesses. Next, is SWOT analysis. SWOT analysis is an organization's that stand for Strengths(S), Weakness(W), Opportunity(O) and Threats(T). SWOT will enable the company to develop strategies which is maximize strengths and capitalize upon opportunity.

- SW – Internal environment which is a controllable element inside the company.
- OT – External environment which an element outside the company that cannot to control.

SWOT Analysis:

Strengths	<ul style="list-style-type: none">•sell variety of branded glasses with and without power•have many option to choose in one place
Weakness	<ul style="list-style-type: none">• price is quite expensive•high competition between other stores
Opportunity	<ul style="list-style-type: none">•market their glasses at platform such Facebook and Instagram• available to consult via online before customer go to store
Threats	<ul style="list-style-type: none">•more than one optometry store open at one places•imitation brand and design available at market

The SWOT analysis above is about Rozaimi Optometrist and it is quite important to help them evaluate a strategic planning for the future business opportunity. Therefore, by analysis the strength, weakness, opportunity, and threat it would benefit to the businessman to understand and identify each of the elements so that if there are any flaws, they could do better and improve their plan and to ensure long term growth of business.

ENTREPRENEUR PROFILE

- SENIOR OPTOMETRIST/ MANAGER PROFILE



The photo of Ms. Noraini

Name :	Noraini binti Mustaffa
Age :	30 years old
Address :	No.57, Blok 3, Felda Kemahang 3, 17510 Tanah Merah Kelantan
Date of birth :	3 June 1991
NRIC/ Passport No :	910603035118
No of siblings :	9 siblings
Position :	Optometrist/ Manager
Religion :	Islam
Phone Number :	+60 17-249 4795