



**Faculty of Computer and Mathematical Sciences**  
**UNIVERSITI TEKNOLOGI MARA KELANTAN**  
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## **CASE STUDY**

**ENT300**  
(Faculty of Business and Management)

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*CS110 4C*

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## **1. EXECUTIVE SUMMARY**

Assalamualaikum, my name is Anis Madihah Binti Zakiman. This is an attempt to find out how the theory can be applied to practical situations. As a student at UiTM Kelantan Machang Campus, it was part of the study for me to undertake a case study project. So, for this purpose, I had the opportunity to research a company that produces clothing products, namely Julita Fashion, which is currently located at Bazar Shazie Rantau Panjang Kelantan. For the project report, the first step is the general information of the company has been gathered and the information is gathered through the primary and secondary sources for example we interviewed the owner of Julita Fashion Enterprise and we also gathered information about Julita Fashion Enterprise through the Instagram and Facebook Platforms. The second part is, specialized subject study which the objective of the project is to view background, organizational structure, products and services that have been provided in Julita Fashion Enterprise. Next, we study about women's clothing and accessories industry. After that, I learned about the technology or system that have been used in Julita Fashion Enterprise and marketing strategy used by the company to promote their product is really interesting. Lastly, market and place. In this case study, we also analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

## **2. INTRODUCTION**

### **2.1 Background of The Study**

As a UiTM student pursuing a diploma, it is necessary to take the Fundamentals of Entrepreneurship or ENT300 course to gain exposure on business orientation. For this case study, I have decided to select and interview the owner of Julita Fashion Enterprise. It is located at Bazar Shazie Rantau Panjang Kelantan, Rantau Panjang 17200. Julita Fashion Enterprise offers and sells a wide range of women's clothing suitable for women aged 18 to 55 years. For this case study, I conducted an interview session with the owner of Julita Fashion Enterprise online using a Whatsapp platform. This shop was registered in 2004 and this shop is owned by Zulaiha Binti Hamat.

### **2.2 Purpose of Business Plan**

The purpose of this case study is to identify and describe the problem and scope of business clearly. The data regarding the business company need to be collected, analyzed and present into meaningful information using relevant tools. All the information about the business company was collected by organizing an interview session with the owner regarding on the company's background. The type of business and what kind of service that they offer was identified. Next, it is to select, plan and execute a proper methodology in problem solving work independently and ethically. The problem faced by the company was recorded including the strength and weakness of the business and comes up with a solution in order to solve them. Moreover, it is to identify basic entrepreneurship skills in project management. The knowledge regarding business and ways to handle them were obtained during the process of completing this case study.

### 3. ENTREPRENEUR PROFILE

#### 3.0 Owner Background



- Owner's Name : Zulaiha Binti Hamat
- Company's Name : Julita Fashion Enterprise
- Education : STPM
- Status : Married
- Contact no. : +6019-902-6960
- Address : Julita Fashion Bazar Shazie Rantau Panjang Kelantan,  
Rantau Panjang 17200.
- Online Page : kjueshop (Instagram)
  
- The owner has a 28 year-old son.
  
- At the age of 35 she's started a business.
  
- Attended a marketing course organized by Mara and Amanah ikhtiar Malaysia,  
Dr. Azizan Osman's seminar.