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اَوْنِبُوْرَسِيْتِي تِيْكُوْلُوْ كِي مَارَا
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TEKNOLOGI
MARA



COMPANY ANALYSIS

KOPERASI SISWA UiTM SELANGOR BERHAD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

This case study was commissioned to examine problem that contains a real or hypothetical situation that also includes the complexities of KOSISWA would encounter in the convenience store business over the past six years since in 2011 to 2017.

The finding draws attention to the fact that problems in Siswa Save, Kolej Melati, UiTM Shah Alam shows some major and minor problems. Firstly, the major problems KoSiswa faced are the prices offered that is higher compared to the other convenience stores' average pricing. Besides, KoSiswa also lack of product variety in the convenience store. The store usually only meets the needs of the users who live in close proximity. Further observation reveal that this market shrinkage coincided with an increase in basic needs amongst consumers or student who regard the variety product or services supply from nearby convenience store. Moreover, KoSiswa has poor marketing strategy. They do not really active in the way they advertise and promote their brand and services.

In conclusion, this case study will be evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfy the new consumer demand.

1.0 INTRODUCTION

This case study is done to analyse the operation system of KoSiswa convenience store (Siswa Save) addressed at Kolej Melati, UiTM Shah Alam, Selangor. This case study will analyse the problems faced by Siswa Save and recommend the best alternatives for them to apply in their convenience store business. This study will be evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the market and could satisfy the new consumer demand. There are some problems that Siswa Save encountered during conducting their business. The problem was addressed from the process, technology and product or service oriented. (It has been assumed that the problems comes from prices of product sold at Siswa Save Store that is higher than average, low product variation or range and low marketing strategy. /

2.0 COMPANY INFORMATION

2.1 Background

KoSiswa officially registered in year 2011 as an owned cooperative organization and fully managed by student. It help in developing co-operative member to become leader and entrepreneur that can facing professional career challenge. Apart from that, KoSiswa also aims to support the Ministry of Higher Education to increase the percentages of IPT students for gaining entrepreneurial exposure while in study and 4% of graduated student involves in entrepreneurial field.