



اَوَّلُ عِلْمٍ رَسْمِيٌّ وَتَيْكُونُ لَوِ كُنَّ مِثْلًا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

PIRATAS BARBERSHOP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY & PROGRAMME: FACULTY OF HEALTH SCIENCES
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PROJECT TITLE : MyTurn APPS of PIRATAS BARBERSHOP

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TABLE OF CONTENT

TITLE PAGE	PAGE
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENT.....	iii
1. INTRODUCTION.....	1
1.1 Background of the study.....	1
1.2 Problem statement.....	1
1.3 Purpose of the study.....	1
2. COMPANY INFORMATION.....	1
2.1 Background.....	1
2.2 Organizational structure.....	2
2.3 Products/services.....	2
2.4 Technology.....	2
2.5 Business, marketing, operational strategy.....	3
2.6 Financial achievements.....	3
3. COMPANY ANALYSIS.....	4
3.1 SWOT.....	4
3.2 Consumer Trend Canvas.....	5
4. FINDINGS AND DISCUSSION.....	6
4.1 Inconvenient waiting space.....	6
4.2 Limited number of barber that available in the shop...	7
5. CONCLUSION.....	9
6. RECOMMENDATION AND IMPROVEMENT.....	10
7. REFERENCES.....	11
8. APPENDICES.....	12

1.0 INTRODUCTION

1.1 Background of the study

This study aims to help organizations or small businesses to organize their sales and high customer demands that have been one of the organizations goals. This will help the organization and small businesses to continuously grow and improve their services.

1.2 Problem statement

The customers often complain that the waiting time is often too long and the system of taking turns with writing name is an old-school method that they do not prefer.

1.3 Purpose of the study

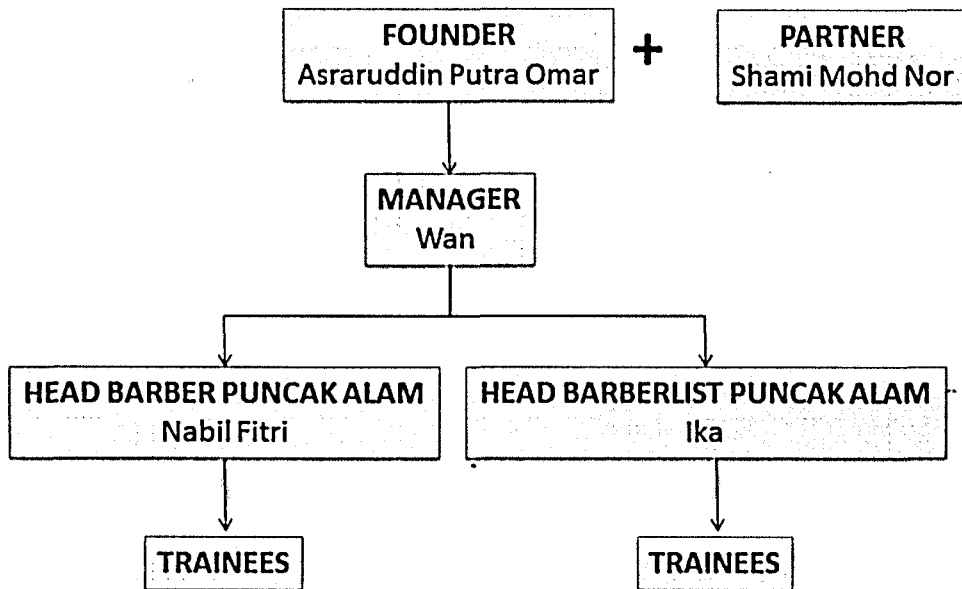
- i. To study the effectiveness of the systems used by the organization in order to cater the customers' need to the organization services.
- ii. To determine the recommendations in improvising the efficiency of the system into a better, acceptable and easy-to-use for both organization and small business to the customer.

2.0 COMPANY INFORMATION

2.1 Background

Piratas Barbershop is a company founded by a Malaysian footballer, Asraruddin Putra Omar and co-founder, Shami Mohd Nor. The aim of the company is to introduce stylish haircut to sub-urban and country side people at an affordable price. They also aim to help providing more working opportunities of the Malays, especially the young generations. Given the current stats of many barbershops owned and service given by Indonesians, Bantams, Thailand people and such, Piratas was driven to be one of the Malay barbershops to give the best and satisfying services. Also, it is intended to raise the Malays up to the standard in term of haircut and hairstyle. Piratas Barbershop has been operated since 2016 with the first branch situated in Kuala Selangor. Since then, the company had been growing and known to many local people around. Besides, the company had trained new barbers to accommodate the demand of the barber services. With their rapid growth and overflowing demand, the company managed to open their second branch in Puncak Alam which we are focusing now.

2.2 Organizational structure



2.3 Products/services

They provide current trend haircut and other grooming services at a reasonable price. Each barber has their own specialty/style that they can provide for the customers. The premise allows 3 customers at one time for haircut treatment, where a customer can take up to 15 – 40 minutes of service according to their request. They provide consultation and suggestion for the best haircut according to the customer's head shape and also the customer's requests.

2.4 Technology

They have not applied any technology to organize their customer's waiting turn list. They only requested the customer's name upon arrival to organize the customer's list and to avoid occurrence of cutting lines among customers. However, they use one of the best technologies to aid their services in haircutting such as using hair clippers by Wahl and Oster.