



اَبُو سَيِّدِي تَيْكُو لُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Seni Lukis
& Seni Reka



CASE STUDY: COMPANY ANALYSIS

Byhisdaisy Sdn.Bhd

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

FACULTY & PROGRAMME: Bachelor in Graphic Design (Hons)

SEMESTER: 5

PROJECT TITLE: COMPANY BYHISDAISY (CASE STUDY)

NAME:

SITI HAJAR BINTI MOHD KAMAL (2020975569)

SITI NUR AISHAH BINTI MOHD IDRUS (2020986387)

MUHAMMAD NAJIB BIN MOHAMMED SALLEH (2020975631)

MUHAMMAD ZHRUL ZIKRI BIN ZAHARUDDIN (2020995571)

MUHAMMAD UZAYR HIU BIN MUHAMMAD YUSUF HIU (2020954231)

LECTURER NAME: MADAM SITI NAZIRAH BINTI OMAR

TABLE OF CONTENT

ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION	5-6
1.1 Background Of The Study	
1.2 Purpose Of The Study	
2.0 COMPANY INFORMATION	7-14
2.1 Background	
2.2 Organizational Structure	
2.3 Products/Services	
2.4 Business, marketing, operational strategy	
2.5 Financial achievements	
3.0 COMPANY ANALYSIS	15-18
3.1 SWOT	
4.0 FINDINGS AND DISCUSSION	19-20
5.0 CONCLUSION	20
6.0 APPENDICES	20
7.0 BIBLIOGRAPHY	21-22

EXECUTIVE SUMMARY

Byhisdaisy is a business company that selling out for women's clothes. In specification is Byhisdaisy the company selling women clothes such as Traditional Kebaya. The company Byhisdaisy has been operating for 4 years. For 4 years, Byhisdaisy company specialist focusing on embroidery and not embroidery.

Most of all, company Byhisdaisy provided a variety of Traditional Kebaya. It also had their main objective mission and vision. The mission of company Byhisdaisy wants to achieve is to deliver happiness to their customer from a good quality product provided by Byhisdaisy company. There had 3 vision which is to achieve RM5 million sales on 31 December 2025 and then company Byhisdaisy had 3 branches company for 5 years coming soon. They have a building that worth RM 1 million also in 2025 years. To this day Company, Byhisdaisy possess 12 employees and 3internship employee. According to Tuan Iran COO (Chief Operating Officer) that hold department on the right side company which is possess 6 parts of the business such as sales, packing, and operation. Tuan Iran scope will take care of the department on the right side that focusing on sales, packing, and operation. The scope of the COO (Chief Operating Officer) will make sure that the operation will be going smoothly.

In the interview session, Byhisdaisy may be focusing they are provided a good quality product that can make their customer or client will happy about their product. However, during this pandemic people lost interest to buy new clothes, or even they lost interest in OOTD. In addition, Byhisdaisy tries their hard to find a good solution for their problem which is the company provided delivery services and produce a new product that clients and customers comfortable to dress in the house during the pandemic.

1.0 INTRODUCTION

1.1 Background of the Study

The course Principles of Entrepreneurship (ENT530) introduces students to the world of entrepreneurship. Entrepreneurship education seeks to provide students with the knowledge and abilities they need to grasp customer views, market demands, and find business opportunities, according to the results of this course. This course will teach you how traders generate ideas, plan and execute business strategies, and manage businesses. This course is for students who want to start a business or already have one, as well as those who want to work in a small or large corporation.

The sales process and entrepreneurship are the emphasis of this course. Recognizing ideals, discovering opportunities, and being creative are all part of this. Students must prepare a case study on business and any company in Malaysia as part of this course. Students must conduct an interview with any Malaysian business or corporation in order to learn about the challenges that the company or business has faced. Students will identify issues and devise solutions to them. Students will learn how the business process of the company being questioned works through a case study. For the case study, we are conducting case study of Byhisdaisy, which is a business that provides women's clothes which is Kebaya. We are going to investigate the problem they are having.

Students learn how to solve problems intelligently and think outside the box through entrepreneurship education, which has a variety of benefits and drawbacks. It can also sharpen the minds of young people who are interested in entrepreneurship, assisting in economic development. This can also help to provide possibilities, boost self-esteem, and keep the economy stable. Young entrepreneurs who want to start their own company or business might benefit from entrepreneurship education because it equips them with the necessary skills and information. This includes helping students learn about basic business knowledge such as sales, management, accounting, finance, and marketing, as well as basic skills such as increasing self-confidence and good communication skills.

1.2 Purpose of the Study

Case studies are very important to identify marketing strategies. merchants use it to identify whether their product or service is accepted by customers or not. Case studies are able to show the effectiveness of the product clearly compared to just talking about the product or service.

Case studies demonstrate how your products and services are utilized in the real world. You will have difficulty conveying to customers the benefits of your product or service and why it is worthwhile for them if you do not do a case study. A case study is a visual picture of what you deliver to a consumer, not just a typical explanation. Customers might be presented with your product in a variety of ways. Case studies will improve the quality of your products and services. Storytelling is one of the most effective methods for getting clients to remember the message you are trying to get over. If you have any difficulties with the explanation, you can share a tale with a case study.

Customer feedback was also a focus of the case study. Rather to focusing solely on your business, you should figure out how customers use your products and services. Customer feedback and opinions help you learn about and improve your products and services. Most businesses, make the error of disclosing too much information about their products and services especially in their website and social media. Rather than speaking more about your products and services, case studies are the greatest way to uncover client feedback.

Case studies are useful for demonstrating how your products and services are utilized effectively. Most clients are more concerned with the quality of your product after it has been used than with what your product and service can offer. Customer feedback is used in case studies to demonstrate the capabilities of your product and service. Case studies can help you raise your company's standards. You can plainly demonstrate the effectiveness and goodness of your product by using this feedback.