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UNIVERSITI  
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MARA

INDIVIDUAL ASSIGNMENT 1

# ENT 300

CASE STUDY ON **FILA BEAUTY**

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## Executive Summary

Based on this case study, we managed to learn new knowledge on businesses in real world. We evaluate the business performance of company by SWOT analysis which stands for strength, weakness, opportunity and threat. We can figure out the problem and find solution based on SWOT analysis of company. We also discover on how company do marketing and operation strategy. From this study, we learn how the company able to improve their business plan by coming out with new idea to strength their business. We also identify the characteristic that the entrepreneur of the company.

For this case study, I do research on FILA Beauty company who known as Firdaus Latif Beauty which is their commercial name. FILA Beauty is owned by Muhammad Firdaus bin Abdul Latif who is a former Form 6 Student at SMK Manir.

FILA Beauty is a business that sells cosmetic and supplement such as weight gain and weight loss pills, whitening cream, skincare and pomade. The location of bakery shop is at 142, KG TUALANG MANIR, 21200, KUALA TERENGGANU, TERENGGANU. The business operation is open every day from 10.00 a.m. until 10.00 p.m. The business only provides pickup and postage service for their customer. The business promotes their product through Instagram, Facebook, TikTok and Shopee.



# 1. Introduction: Entrepreneur & Business

## 1.1 Company Background

Name of Store	FILA Beauty
Type of Business	Enterprise
Nature of Business	Cosmetic and Supplement Retailer
Main activities	Selling Cosmetic and Supplement
Date of Establishment	06/06/2015
Phone Number	017-9675314

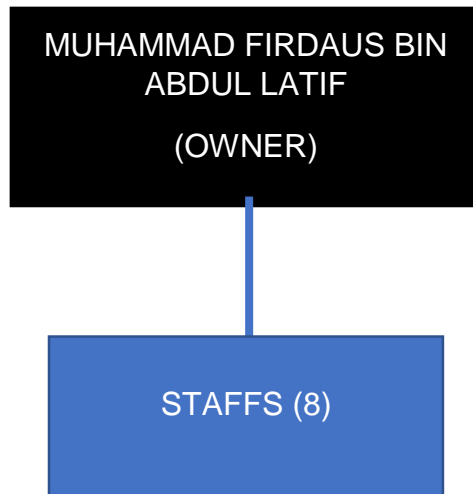
FILA Beauty is located in 142, KG TUALANG MANIR, 21200, KUALA TERENGGANU, TERENGGANU. This shop is opened on 6 June 2015. Before the establishment of the store, they produce the product at the house. Then their business is growing up or expanding their business. And now they have a building of the store.

The store is owned by Muhammad Firdaus bin Abdul Latif. This store has about 8 staff who is handling marketing, sales and customer service. The average sales of a store for a month are RM2000-RM7000. During this pandemic, the sales are dropping down which is it decreasing around RM2000 per month. This company also have promotion and receive orders on any special occasion such as Chinese New Year Sales, Christmas Sale, Ramadhan Sales and other celebration day in Malaysia. It will increase their sales on a special day.

The mission for FILA Beauty is to become a well-known main supplier cosmetics and supplement in Terengganu state. As the young entrepreneur, Muhammad Firdaus wants to inspire the young generation to do business especially graduated student. Muhammad Firdaus is a former Form 6 student in SMK Manir. He starts his business on 2015 which he was 15 years old. He learns many things about business and marketing by joining seminar. He started to sell the supplements from his house and packing the

products for the postage. After school session, he will stop by at PosLaju drop point. The items were well-packaged and well-wrapped, because he cares about the quality.

## 1.2 Organizational Chart



STAFF	ROLES	RESPONSIBILITY
Owner	Head of company	<ul style="list-style-type: none"> <li>manage the store</li> <li>dealing with suppliers</li> <li>checking cash flow</li> </ul>
Staffs	Sales assistant, agent, dropship	<ul style="list-style-type: none"> <li>marketing</li> <li>analyze the audience on social platform</li> <li>postage</li> <li>checking and updating stocks</li> <li>customer service</li> </ul>

Based on the organization chart, Muhammad Firdaus is the owner of company and have 8 staffs that help him to manage the store and promote the products.