



اَوْبُو سَيْبِقِي تَنْكُو لُو كِي مَنَارَا
UNIVERSITI
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MARA



CASE STUDY: COMPANY ANALYSIS
MAHATIMA BATIK

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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PROJECT TITLE : CASE STUDY OF MAHATIMA BATIK

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1. INTRODUCTION

1.1 Background Of The Study

All UiTM students pursuing a Bachelor of Accountancy (Hons.) degree should take the Principles of Entrepreneurship course (ENT530) to administer policies and introduce students to the business world. During this entrepreneurship course, students will conduct case studies on any business or company. During his case study, students should interview any company or business to gain an understanding of the issues that the company or business is facing. Following that, students must analyse the issues and find a solution to any problems that the company or business may be experiencing.

Mahatima Batik, which specialises in batik fabric or kaftans, was the subject of the case study. Our group chose this company because of the traditional methods of making a batik in Kelantan, which has garnered a lot of attention from all over Malaysia. Mahatima Batik's Kain Batik meets all of the customer's requirements. Furthermore, everyone adores the fabric because it is both soft and lovely. Not only that, but the prices are reasonable, which encourages wholesalers and retailers to buy from them because it will provide them with a substantial profit.

The case study of this company provides students with the knowledge, skills, and motivation to encourage entrepreneurial success in a variety of settings. Entrepreneurship education focuses on the development of skills or characteristics that influence the outcome of a chance, whereas management education focuses on the best way to operate existing hierarchies. Each point of view is interested in achieving "profit" in some form, whether it is increased services, cost reduction, or exaggerated responsiveness to customers.

Last but not least, the benefit of this case study is that students will be more brilliant in conducting business and will also be exposed to how businesses operate. As a result, this case study is an appropriate medium for teaching students how to solve a problem.

1.2 Purpose Of The Study

Principles of Entrepreneurship (ENT530) is one of the courses that need to be taken by UiTM students in Bachelor's Degree level. This course will provide students entrepreneurship skills and knowledge to discover business ideas, create their own ventures and deal with business management issues. This course also helps them to understand business management which involves strategy, finance, marketing, sales, human resources as well as operations. Moreover, course ENT530 teaches the students to develop unique skills and think outside the box.

One of the assessments in course ENT530 is a written report on case study where the students are required to interview any small and medium-sized enterprise business owner. The interview is conducted to analyse and highlight the problems that business owners faced. Students are required to come up and suggest best solutions to overcome the problems. Besides that, we can learn and gain ideas on how to operate and improve our business in future.

In this case study assessment, we have conducted an online interview with the owner of the Mahatima Batik, Muhamood. Mahatima Batik is a business that has been selling batik for 23 years. We have gained lots of information on how to run and sustain a business for a long-term period, the challenges faced by the owner and how to solve it. Through this case study, we have learned that an entrepreneur must think creatively, willing to take any risk and accept failure as part of the growth process. Thus, this is the importance and benefit of the case study where we can learn entrepreneur skills needed from the real entrepreneur.

2. COMPANY INFORMATION

2.1 Background



Figure 1

Mahatima Batik is a small company with two employees. It was established in early 1998. The name of Mahatima Batik is inspired by the families name which is “MA” is the short form for Mamat, “HA” is the acronym for Muhamood while “TIMA” is the short form for Fatimah. All of this name has a position in this company. This family is where the small company started. The reason why the family choose Mahatima Batik as their company’s name is because it represent the traditional batik that they produced themselves. From the name itself, we knew that the company sells batik. As we mentioned just now, traditional batik is one of their uniqueness and specialty.

Furthermore, the company chose to create this kind of logo because it has the combination of gold and black which make it become exclusive. In addition, the purpose of the company choosing to sell batik is because of the interest that the family have had since they were kids and now since they have operated for 23 years, they have already expertise in making “kain batik”.

Mahatima Batik is located at No.289,290 & 291, Level 2, Pasar Siti Khadijah, Kota Bharu, Kelantan. Since Pasar Siti Khadijah is one of the biggest and famous markets, Mahatima Batik has become famous since then. The price of the batik is also affordable where everyone can afford it. The company is open to sale the batik to the wholesaler and retailer. However, since pandemic covid-19 has landed in Malaysia, and the government has announced for movement control order, the company decided to expand their sales to social media. Hence, with the total of 3310 followers in instagram and 3350 likes in facebook, it has been proved that the company of Mahatima Batik is well-known in Malaysia.