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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

STUDY CASE

BROTHER'S CREATIVE CARLIFE STORE

Car Accessories Company

PREPARED BY

NAME : MUHAMMAD NASHRAF BIN MOHD NASIR

STUDENT ID : 2019280966

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PUAN NURUL SYAQIRAH

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Brother's Creative Carlife Store

2.0 Executive Summary

Before this I did not know this subject I will study in semester four and when the beginning of semester four I got an additional subject other than the graphic subject which is the subject ENT 300. At first I never knew the importance of this subject and never cared. Having done this case study, I now understand something I had never learned before. Now I understand that every entrepreneur has their own characteristics that must be met in order to fulfill the entrepreneurial function effectively and successfully. This assignment made me aware of the real in business. Not everyone is strong enough and brave enough to be willing to face many obstacles and problems while running a business again in the current season with the full suspicion of businesses that are about to collapse due to Covid-19. Only the strongest people will survive while running a business. That is why everyone in the company including the owner and the team must play an important role to be able to beat other companies and build the best company in Malaysia and also the world. As a result of that strength, the company is also able to show the strengths and weaknesses of the company to the public that this company can survive until it succeeds. So, as a case study, I chose Brother's Creative Carlife. The company provides specialized services in the retail of vehicle spare parts and car accessories to their customers. The reason I chose this company is because it is the focus of many visitors outside as well as within Malaysia who are interested in modified cars and home decorations. Not only that, this company also provides the best car spare parts or accessories installation service.

3.0 Entrepreneur Profile

3.1 Introduction

Initially, HUNG TAI TRADING started its business in 1989, on June 17 of the same year. Starting humbly at a one -storey retail store, specialized in the retail of vehicle parts and car accessories, it enjoyed progressive growth to enable it to merge HUNG TAI Import & Export (M) Sdn. Bhd. On July 1, 2003 to take over all operations of HUNG TAI TRADING. The company is a wholesaler of import and export of vehicle spare parts slots and car accessories serving the Malaysian automotive industry.

In the early 1990s, Mr. Jeffrey Wong Goang Ching, who was the managing director, saw huge growth potential in the cash & running venture. This great business acumen prompted him to position the company to take advantage of the vast market in the automotive field. The company started the franchise mode of operation and registered the trade name "BROTHER'S CREATIVE CARLIFE STORE" for its first stall in Kelana Jaya is a planned housing area in the city of Petaling Jaya, Selangor.

Under the extraordinary leadership of Mr. Jeffrey Wong, paired with his professional approach in marketing analysis, and uncompromising emphasis on customer support & service, BROTHER'S has ensured its very strong presence in the Malaysian automotive parts and accessories division. Its dominance in this market segment makes it a leading provider of such products in the industry.

The pace of development in the early 90s was gradual. Based on customer satisfaction, excellent product quality and service, BROTHER'S began to experience rapid growth from the second half of the 90s. To date, BROTHER'S has 26 branches nationwide. BROTHER'S is known for its fair price policy. It is committed to developing long -term business relationships with its customers through quality products, services and customer support. It aims to gain recognition as Cash & Carry Company's leading car accessories in Southeast Asia.

In recent years, BROTHER'S has expanded its product offering range to include home electronics and DIY gadgets. As a dynamic and vibrant company, under a far -sighted and visionary management team, BROTHER'S has capitalized on the advent of the internet. Customers can now enjoy the convenience of making purchases online through the internet.

As a measure of performance, BROTHER'S has won 10 Best / Best Selling Awards from market leaders such as Sony, Kenwood and STP in the last 8 years.

3.2 Business background

Brother's Creative Carlife Store is a company that specializes in selling car accessories, car service, vehicle spare parts and more. Items like Sony, Kenwood and STP are the key to a successful company's profitability. This is because it helps small businesses in marketing their products. In fact, the item won a best seller award for 8 years. The company has its own identity with three -storey bungalows and has a lot of imported goods from outside to make it easier for customers to order unexpected items.

This business is located in Kelana Jaya Petaling Jaya, Selangor and has branches in batu caves as well. In fact, this company has branches abroad for example in the state of Melaka, Perak and many more. Apart from in the country, the company also managed to market 26 branches nationwide. As such, the company deserves to receive numerous awards with the proceeds of the company's own hard work. Starting with The Malaysia Book Of Record with the opening of BROTHER'S New Concept Store in Ampang City Plaza, for operating the largest retail store for the audio and car accessories business in Malaysia covering nearly 50,000 square feet of retail space. Second, The SMI Recognition Award Series 2004 for being a leader in the Car Audio & Accessories Industry with outstanding achievements over a number of years. Third, Golden Bull Award Year 2005 for being the Best Malaysian SME Winner with outstanding performance and achievements. This makes the group get an excellent reputation for being excellent and reliable. In addition, there are two other awards, namely The SMB Recognition Award Series 2005 and the Malaysian Retailer-Chains Association (MRCA).

Therefore, anyone who has the chance to step into this store must be amazed by the uniqueness of the items they attend. Each corner is neatly decorated with car accessories, vehicle spare parts, home electronics and DIY items.