



CASE STUDY: COMPANY ANALYSIS

NIA ZAIRA GALLERY

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GROUP : BA246 4C

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NAME OF GROUP : 1) MAZSARA BINTI MAZLAN (2020988843)

MEMBERS : 2) NABILA NATASYA BINTI ABDUL JALIL (2020978797)
3) NUR SYAKIRAH BINTI SAHAIMI (2020997075)
4) NURUL KAMILAH BT KAMARUL HATTA (2020365883)
5) SITI HAWA BINTI ZAINAL ABIDIN (2020363047)

TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF FIGURES	iii
LIST OF TABLES	iii
EXECUTIVE SUMMARY	iv
1.0 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PURPOSE OF THE STUDY	1
2.0 COMPANY INFORMATION	2
2.1 BACKGROUND	2
2.2 ORGANIZATIONAL STRUCTURE	3
2.3 PRODUCTS AND SERVICES	3
2.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY	4
2.5 FINANCIAL ACHIEVEMENTS	5
3.0 COMPANY ANALYSIS	6
3.1 SWOT ANALYSIS	6
4.0 FINDINGS AND DISCUSSIONS	11
5.0 CONCLUSION	17
6.0 REFERENCES	18
7.0 APPENDICES	19

EXECUTIVE SUMMARY

Nowadays we can see that many women are more into modest wear's fashion. Because for them it is very comfortable and affordable to get it. Not only that, they are quick to get it. Right now, modest wear is not only specific for Muslim women, but every woman out there can wear it, and it is no longer considered a fashion statement for the elderly. Nia Zaira Gallery is a company that selling apparel and clothing for women and men. Their clothing is more focusing on modest wear fashion. Nia Zaira Gallery is located at No. 40-G, Jalan Orkid 2, Taman Senawang Indah, Seremban Negeri Sembilan.

Nia Zaira Gallery's main attraction is their specialist in beading. They also offered a beading tutorial class for those who want to learn to sew beads on clothes. This company managed to operate until now since 2012. The owner of Nia Zaira Gallery is Mrs. Haryati Nur Ibrahim and she is 44 years old.

In this report, we will know how she came up with the idea to establish Nia Zaira Gallery and overcome all the challenges from 2012 until now, especially during this pandemic. We know that during this pandemic, all businesses around the world having difficulties operating their business. Some of them have slow down their operation, losses their job, and worse cases, they must shut down their business. The same goes for Nia Zaira Gallery, but they succeed in controlling it.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Doing business is the most popular job in Malaysia and we can see that people are starting to involve in this sector. In this case study, we will be focusing on the Small Medium Enterprise (SME) company, and the company that we choose is Nia Zaira Gallery. A company can be considered as an SME when its sales turnover is not exceeding RM20 million.

However, in April 2020, the Malaysian government started to enforce the Movement Control Order (MCO) because of the COVID-19 pandemic. When the MCO started, many people are affected especially a business owner. This is because many sectors were not allowed to operate during the MCO. In this case study, we will discuss on how Nia Zaira Gallery overcame their business crisis and managed to operate until now.

In this case study, we will also be discussing on the SWOT (strength, weakness, opportunities, and threats) of Nia Zaira Gallery and as we know that SWOT is the essential thing in doing business. From the SWOT analysis, an owner will know what their capabilities in their company and products.

1.2 PURPOSE OF THE STUDY

The main purpose and goal of this case study is to learn as much as possible about Nia Zaira Gallery. The data gathered from this case study will be applied to our forthcoming project.

Other than that, we also want to know how Nia Zaira Gallery managed to operate for almost a decade without doing any loan since 2012 until now. This is because, with the information given, it would be constructive for our future project. What strategy that the owner has used and tips on how to stay longer in the business industry.

Furthermore, we are conducting this case study to learn how to manage a corporation. This is critical for our future entrepreneurial endeavor because it may provide us with a broader perspective on conducting a company. As we know, anyone can do business, but to keep

maintaining it is quite tricky. They need to know about their business's mission and vision to achieve their goals.

2.0 COMPANY INFORMATION

2.1 BACKGROUND

The Nia Zaira Gallery was established in 2012. It is currently located in Seremban, Negeri Sembilan, and owned by Mrs. Haryati Nur Ibrahim. The company's name, Nia Zaira, is a mix of her daughters, father, and mother name. In 2012, they started to sell headscarves and beads only, but she shared the store with her friend for almost 3 years. She does not focus only on her business because she still works at other manufacture, and at that time she only thinks about getting side income from the business. Then, she quit her job in 2017 to fully focus on her business. She started to rent and opened her own store named Nia Zaira Gallery. She sells variety of clothes, headscarves, accessories, beads, and she also made custom-made beading on clothes.

At the earlier of the business, the capital that she spent are RM10,000. The owner, Mrs. Haryati Nur Ibrahim stated that 70% of the capital is for the clothes and headscarves while the other 30% of the capital is for the beads. Additionally, she started to learn sewing the beads in 2008. She keeps on practicing and improving her skills to sew the beads until now. At the same time, she also joins a government event and thanks to her hard work, she managed to open a beading tutorial class to teach people how to sew the beads on clothes. She only hired 3 staff back when she first started the business, but due to the COVID-19 pandemic she must cut the cost to pay her staffs and currently, she only works with her daughters.

Furthermore, since she started to handle the business on her own, the profits that she obtained is around RM5,000 to RM6,000 per month. However, she stated that the profit and income increase every year depending on the sales. For example, the sales will be increase during Ramadan as the demand of '*Baju Kurung*' and custom-made beadings on clothing's are increasing for the preparation of '*Hari Raya Aidilfitri*'. As she handles the business alone with the help of her daughters, her husband also supports her to keep going for success. Currently, the financial statements and marketing are all managed by her. She did have a thought to grow her