



# CASE STUDY: COMPANY ANALYSIS

## CRISPY RANGUP

### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

**FACULTY & PROGRAMME** : BA242 – Bachelor of Business Administration  
(Hons) Finance

**SEMESTER** : 3

**PROJECT TITLE** : Case Study: Company Analysis

**NAME** : NorSyafiqah Binti Mohd Saat (2020872024)  
: Nazatul Najihah Binti Azman (2020866174)  
: Nurul Aina Binti Azlan (2020968973)  
: Juhaidah Binti Mat Zainal (2020869594)

**LECTURER** : Madam Siti Zaitun Saddam

## **ACKNOWLEDGEMENT**

First and foremost, we would like to praise and thank Allah S.W.T. by showers us blessing for giving us strength and guidance during finishing this case study assignment. Alhamdulillah, despite we as a group member are only able to discuss this assignment through WhatsApp and Goggle Meet, we still able to complete this task successfully within the duration given.

We would like to use this platform to convey our gratitude and indebtedness to those who has giving cooperation either directly or indirectly along to settle this case study. We also would like to express our greatest gratitude to our ever-supportive lecturer, Madam Siti Zaitun Saddam for giving us opportunity to do this case study task and providing us all support and guidance which made us able to complete this case study in time.

Many thanks to our group members who have shown great commitment and exemplary attitude towards the completion of this project. This case study cannot be completed without the effort and cooperation of our group members which are Norsyafiqah, Nazatul Najihah, Juhaidah and Nurul Aina. Our group members' ideas and recommendation have made this case study a success.

Last but not least, a big thanks to our dearest friend, Mrs Siti Nur Hafizah who is willing to give her full commitment for the interview session about the company details even though through Goggle Meet. We also would like to thank to our parents and our families for giving us moral support and encouragement throughout completing this case study.

## TABLE OF CONTENT

	PAGE
TITLE PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURES	4
<b>EXECUTIVE SUMMARY</b>	5
<b>1. INTRODUCTION</b>	
1.1 Background of The Study	6
1.2 Purpose of The Study	7
<b>2. COMPANY INFORMATION</b>	
2.1 Background	8
2.2 Organizational Structure	9
2.3 Products/Services	10
2.4 Business, Marketing, Operational Strategy	11 – 13
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	14 – 16
<b>4. FINDINGS AND DISCUSSION</b>	
4.1 Findings	17 – 18
4.2 Discussion	19 – 20
4.3 Evaluation of Advantages and Disadvantages of Alternative Solution	21
<b>5. CONCLUSION</b>	22
<b>6. REFERENCES</b>	23
<b>7. APPENDICES</b>	24 – 26

## **EXECUTIVE SUMMARY**

This case study is to know whether small and medium sized enterprises (SMEs) are able to sustain their business in reality either they able to make profit or revenue out of their business especially during this pandemic year. We all know not only SMEs affected by the Covid-19 pandemic but even largest firms also affected with it. SMEs needs to come out with good planning and strategies in order to maintain or improve the sustainability of their business.

In this case study, we also have picked one of SMEs business which is Crispy Rangup. Crispy Rangup was established last year on 1<sup>st</sup> June 2020 where it sells snacks such as *Popia* Cheese, *Popia* Nestum, Cornflakes Salted Egg and *Popia* Seaweed. It's really on the trend in Malaysia where people find it tasty and suits with Malaysian peoples' taste buds. Crispy Rangup is an online shop where you can purchase its products through Shopee or Instagram.

We have interview Mrs Siti Nur Hafizah who is the owner of Crispy Rangup. From the interview, we have collected many information regarding the business such as company background, organizational structure, products or services, what is the business strategy, how they market their business, what is their operational strategy and so on. Based on the information that we collected from the interview, we also analysed the strength, weaknesses, opportunities and threats that may face by Crispy Rangup.

The business face with many problems which are lacks of operation management, unable to find stocks and supplier, postage problem and high competitors. Lacks of operation management is regarding of the problem lack of workers since during this pandemic is kind of hard to find a proper worker to work for you. For the postage problem, courier does not carefully handle the products and the products damage when it is arrived to customer. Even though, there are lot of problems and challenges occurs while handling this business during this pandemic, there must be some solution to face with these problems.

In hence, from this case study, we know the impacts of SMEs company especially during pandemic and the way the SMEs company develop their business to become a successful company in Malaysia.

## **1.0 INTRODUCTION**

### **1.1 Background Of The Study**

All UiTM students who further their studies at bachelor level need to take Principles of Entrepreneurships course or ENT530 to give guideline and expose students in business orientation. Entrepreneurship's study refers to a formalized programmed to equip students with entrepreneurship knowledge and skills to understands markets needs and recognize business opportunities. In this case study, students are required to interview any SMEs business or company to know the problems that faced by the company or business. After that, students need to analyses the problems and suggest right solutions to overcome the problems that faced by the company. The benefit from this case study is students will be exposed on how company operating its business and students will gain more knowledge on how to conduct their business in the future.

In this case study, our group conducting case study of Crispy Rangup which is a business that provides snacks to its customers. Studying entrepreneurship is actually a ticket for students when they want to open up their business in the future. This is because students will gain benefits from different social and economic backgrounds since it teaches student to cultivate unique skills and think outside of the box when it comes to innovation. Since case study is a practical learning, students able to understand more because they need to interview the owner of the business or service provider. The main objective of this case study is students need to identify problems that faced by the business owner due to Covid-19 pandemic using SWOT analysis which are strength, weaknesses, opportunities and threats.