



اَبُو سَيِّدِي بَاتِيكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# CASE STUDY: COMPANY ANALYSIS

NAME OF COMPANY: INAISCARVES

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# **EXECUTIVE SUMMARY**

## **Overview**

The case study is focusing on analysing and researching the small business or company regarding their main problem they encounter and proposed a solution pertaining to the analysed problem. It also focuses on the information gathering regarding the business in terms of background, products, marketing strategies and SWOT analysis.

The company that we have chosen is Inaiscarves which is a local scarves brand in Malaysia that has been serving the business industry. Inaiscarves is a specialist in producing 'Bawal' type of scarves with detailed designs and high-quality materials. In early 2021, they launched their first Set Casual Suits for women in the market. This brand was founded on 4<sup>th</sup> August 2016, with the dedication and passionate husband and wife, Mr Muhamad Zul Fathi' i Bin Zakaria and Puan Mrs Siti Nurzarifah binti Nurman Shah. They are very active in promoting, selling their products online by their own social media platforms such as official website, Instagram, Facebook. Now, they are reaching five years in this business industry, still serving their best quality products.

## **Highlights**

Based on our analysis by using SWOT analysis, one of Inaiscarves' strengths we discover is their active promotion, marketing techniques and skills in media social especially Instagram. Besides, Inaiscarves' agent services are very active and dedicated in interacting with customers, asking for their feedback, actively posting in their social media, is one of the recognized strengths of Inaiscarves. Then, one of the main contributions that lead to the successfulness of the brand is the production itself. Inaiscarves own and control 100% of their production process, the workers are originally belonging to the companies, these aspects will give them freedoms in generating ideas, monitoring the quality performance, the process on their own without interruption from other parties.

Meanwhile, the weakness of Inaiscarves could be highlighted based on a few aspects. The first one is regarding their store in Bangi. The place is quite hidden from the people' view and it is not strategic. Furthermore, they do not have enough budget and financial coverage to support the opening of other stores in more strategic places such as in malls, and places that are full of crowds which will attract more people visiting their stores. Then, due to lack of financial

## **1.0 INTRODUCTION**

### **1.1 Background of The Study**

Principles of Entrepreneurship (ENT530) is a compulsory subject for business administration students to take on this semester. One of the assessments required for this subject including this case study on company analysis assignment. The purpose of the assignment is to conduct a study on the analysis of a business from a Small Medium Enterprise company with an SSM certificate.

### **1.2 Purpose of The Study**

The purpose of this case study is to identify the company's problems and to provide the solutions on each of the problems that students are able to identify during interviewing the owner regarding the company. Especially during the outburst of the Pandemic COVID19 last year. Inaiscarves has suffered greatly during the lockdown as many problems arose because of the lockdown. After the interview, the company will be analyzed according to SWOT analysis. This case study will provide the company's strength, weakness, opportunities and threats. After the analysis, the solutions or suggestions for improvement will be provided in this case study. This case study also required us to practice our knowledge, applying it on how to deal with real life situations. What actions should be taken, what are the pros and cons for every action taken, and how does it impact the company. Thus, our main focus on the case study is to identify, analyse what are the problems the company is going through, conduct SWOT analysis, and propose the best solutions to overcome those problems in a detailed and oriented plan.