



اَوْنَبُوْ سَيِّدِيْ تِكْنُوْلُوْجِيْ مَارَا
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MARA



CASE STUDY: COMPANY ANALYSIS

KITTYS CARF

PRINCIPLES OF ENTREPRENEURSHIP(ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Kittyscarf is an online business which provides various types of scarfs/shawls with simple and minimalist design to their customers. This business offers affordable products with high quality to their customers by giving a price cut if they buy more than one item based on material and types of seams. Its simplicity and minimalistic product design enhances the flexibility of product on styles applicable to wear fashionized suit for each person.

Kittyscarf target audience are teen adult Muslim ladies who look for scarf with simple and flexible design nevertheless still contain elegance. Due to the increase in trend on various shawl styles, Kittyscarf also targeting ladies who are influenced by the trend and as it has simple design, kittyscarf believe it will be applicable for a long period.

One of the main business problems is the nature of its business. As hijab is one of the main appearances etiquette for Malaysian Muslim women, there are many competitors in the Malaysia hijab fashion industry and the inflow of new entrepreneurs in this sector are overwhelming and did not showing any sign of decreasing.

By fully utilizing online platform, Kittyscarf would be able to attract more customers. A creative usage of social media and online marketing tools will outshine its competitors as the marketing will allow the name of Kittyscarf being seeded in the mind of the online shopper.

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INTRODUCTION

1.1 Background of the study

Business, either online or offline, brought a great opportunity to harvest a huge amount of income compared to people involved in government servants or private sectors which have a fixed income. Nevertheless, it didn't mean the business is the great one as both of them have pros and cons respectively to each category. The prospect of a business is based on the business competency and market stability in which area the business is involved. This case study on the Small and Medium Enterprise (SME) in Malaysia, who dominate the business establishment with 98.5%, is contributing to Gross Domestic Product (GDP) with high percentage, in 2016 total to 36.6% GDP. SME has taken a huge role in developing Malaysia to the next level.

Due to Covid-19 pandemic, most of the Small and Medium Enterprise (SME) companies in Malaysia are terribly affected due to the Movement Control Order (MCO) to against the Covid-19 pandemic, since March 2020. The MCO has resulted in economic stagnation as the people's movements are restricted and encouraged to stay at home during the period. Most of the business operations aren't able to be done resulting in the decline of business activities, which cause business income unable to generate meanwhile some expenses still incur, which contribute to bankruptcy and closure of some business in Malaysia.

Nevertheless, Small and Medium Enterprise (SME) companies in Malaysia still managed to rise from the fall as they received government incentive and the movement restrictions are being loosen. Adapting to the pandemic, online business has been seen as a great platform to thrive resulting in a huge inflow in this platform.