



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **CASE STUDY: COMPANY ANALYSIS**

### **SMOKEY TEA**

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

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**NAME:**

1. NUR AINA NADIAH BINTI MOHAMMAD AKMAL (2019840378)
2. NUR AFIFAH BINTI ABDUL RAHMAN (2020989745)
3. HAFIZUL HAKIM BIN ISMAIL (2020991565)
4. LUQMAN HAKEEM BIN ZAHARUDDIN (2020995529)
5. MUHAMMAD ZULFADHLI SYAM BIN MD ZUBER (2020961461)
6. MUHAMMAD FAHMIE BIN BADRUL HISHAM (2020961415)
7. NUR MUHAMMAD ALWALIADDIN BIN SHAFFIAN (2020983591)

**LECTURER:** MADAM RAHAYU HASANORDIN

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This assignment cannot be completed without the effort and cooperation from our group members. Also, it has proved to be very helpful and a great experience for us.

## **EXECUTIVE SUMMARY**

Smokey Tea is a beverages brand that sells ready-to-drink products. This product was founded by Hasrizal Hamar in 2018. The first product for Smokey Tea is known as The Tarik Gula Karamel. It is started in the Anak Raub Restoran and the Restoran Patin Temerloh, Shah Alam. In the beginning, only 1 flavor was released and packed in a bottle. The product was responded very well by customers. After that, they released a brand new flavor which is hazelnut, Preto, banana, and ginger.

They also promote their products on social media such as Facebook and Instagram as their main platform. To further expand the sales of these products, they are opening up space to agents and dropships. However, their sales did not get much response due to some problems. Especially, lack of graphic design in the advertisement, lack of knowledge in marketing, and inappropriate target audiences.

As we all know, for small businesses to produce this ready-to-drink product uses a lot of capital, especially in production. However, the problem can be curbed if they analyze it more deeply and overcome the problem. There are many problems that Smokey Tea can improve their business to avoid losses, to compete with other competitors.

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## **1.0 INTRODUCTION**

### **1.1 Background of the study**

The background of the study for the assignment is to assist us in receiving and gaining a better understanding of the concept of the company's dilemma, countermeasures, solutions to the problems, and the company's organizational structure. We chose Smokey Tea as our subject for this task. Smokey Tea is a Ready To Drink (RTD) product that has 4 flavors: Hazelnut, Preto, Ginger, and Banana. Smokey Tea is a Bumiputera product established in 2018.

The study would focus on the major problems that Smokey Tea has encountered in competing with its Ready-to-Drink competitors. In this case study, the SWOT Analysis will be used to explain the observed changes. The report will also clarify and comment on the ideas and recommendations that would help Smokey Tea boost its current efficiency.

### **1.2 Purpose of the study**

The main purpose of this case study is to investigate what makes a successful entrepreneur successful in their company and how they run their business, specifically how the entrepreneur for the Smokey Tea business can face and solve problems. This research also seeks to determine the best method for resolving an issue, as the owner has a higher level of achievement.