



# Case Study: COMPANY ANALYSIS

Franky Wiyu

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): Case Study**

**FACULTY & PROGRAMME**

**SEMESTER** : Art & design  
**PROJECT TITLE** : 5  
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## EXECUTIVE SUMMARY

FRANKY WIYU ART are selling merchandise products that are enamel pins from sellers' artwork.

Our business offers affordable prices to our beloved customers. Our target audience is a student and art lover. Our product actually be done and deal online and we do not require to have a face- to- face. The marketing strategy that is used by FRANKY WIYU ART are promoting

thru media social, affordable price and trending enamel pin design. This strategy will attract customers and pay attention as we value the customer's wants and needs.

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## 2. INTRODUCTION

### 2.1 Name and address of business



The name FRANKY WIYU was created by my pen name, all artwork that I made I will use this name. My purpose in choosing this name is because I been using this name from 2017 for all of my artwork. By using this name for my business, it makes people easily recognize me.

The name FRANKY WIYU product is an online product service. So i just made it from home, at No. 86 Jalan AU5, Lembah Keramat, 54200, Kuala Lumpur, Malaysia.

This product just focuses on enamel pins with a variety of designs. These kinds of work allow me to work from home and also anytime would convenient for me completing my customer demand. This is why I choose my house as my starting point to start up my business. This product also specially designs by me. Acrylic pins, is a simple design and can easily attach and detach the pin whenever we want, and there's also many different designs and colors that will give your bag and outfit a cooler touch.