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CASE STUDY: COMPANY ANALYSIS

## **ANUGERAH KRAF GALLERIA**

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

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## TABLE OF CONTENT

TITLE	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF TABLES	iii
LIST OF FIGURES	iii
EXECUTIVE SUMMARY	iv
1.0 INTRODUCTION 1.1 Background of The Study 1.2 Purpose of The Study	1 - 2
2.0 COMPANY INFORMATION 2.1 Organizational Chart of Anugerah Kraf Galleria	3 - 4
3.0 COMPANY ANALYSIS 3.1 SWOT analysis of Anugerah Kraf Galleria 3.2 SWOT analysis description	5 – 11
4.0 FINDINGS AND DISCUSSION 4.1 Transmission of COVID-19 4.2 Difficulties Obtaining Supplies From Vendors. 4.3 Lack of demand from customer 4.4 No inspiration to improve their product	12 - 14
5.0 CONCLUSION	15
REFERENCES	16
APPENDICES	17 – 22

## EXECUTIVE SUMMARY

Bateqila, a legacy of Anugerah Kraf Galleria, is the first brand in Malaysia that uses the concept of '*Batik Alaf Baru*'. Not only do they produce their main product which is batik patterns on an acrylic board, but they also offer various handmade and custom-made products to customers such as wooden cheque, medals, trophy, gifts, wall decoration, hijab tag and many more. They design and make it exclusively according to the customers' wishes. Unique as well as high in quality attracts new customers and repeat customers in Malaysia to buy from them. They never received any complaints from their customers which proves that they are a business that prioritized its customers' satisfaction.

Anugerah Kraf Galleria is also one of a few which owns a high technology laser machine in Johor. This machine helps them to produce their products much faster compared to other businesses and the end results are much neater as well. Other than that, they used social media as a platform and medium of promoting their products and services such as Facebook and Instagram. They even invest their money in Facebook Ads so that there will be many people engaging towards their posts on Facebook. As a result, lots of customers, especially from sellers who just started their business ended up ordering from them after seeing the ads.

Their target customers are those who want something unique as a decoration in their houses, small sellers and those who want to give gifts on many occasions such as weddings, retirement ceremonies and farewell ceremonies. Furthermore, their marketing strategy emphasizes the quality and price of their products and services. They offer an affordable price for each of their products including the custom made one. Their main purpose is for customers to enjoy high quality products without worrying about the price tag. Their prices are also fairly cheaper compared to other competitors.

Despite COVID-19 crisis and having difficulty paying employees' salaries, Anugerah Kraf Galleria still stands strong and tries their best to sustain their business. Since their store and workshop are being ordered to close due to Movement Control Order (MCO), they start selling their products online. One of the employees brought back the small laser machine and worked from home. They are taking orders online, proceed to complete it at home and immediately deliver it to their customers. However, only small products are being accepted at the moment such as hijab tagging, mugs and keychain. With this income, they can retain their business as well as supporting their own lives during MCO.

## 1.0 INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Malaysia is home to a wide range of traditional handicrafts. From valuable original antiques to stunning modern hand-made crafts, there's something for everyone. Some of the handicraft in Malaysia are wood handicraft, handwoven crafts, and *batik*. Handicraft is significant because it embodies Malaysia culture and tradition. It supports a country's history by utilising local materials and preserving traditional knowledge and skills. During this pandemic, the handicraft industry has suffered a lot of losses due to the different phases of the movement control order (MCO), as well as the travel ban.

Therefore, we decided to conduct a case study on Anugerah Kraf Galleria which sells handicraft. The business is operating at Bazar MARA Pontian Benut, Johor. The area is crowd focused. But, during MCO Anugerah Kraf Galleria had to temporarily close as it was not an essential business. There are several problems that have been analyzed through the research. There are transmissions of COVID-19, difficulties obtaining supplies from vendors, lack of demand from customers, and no inspiration to improve their product.

Some research methods had been used to analyze this problem. We have conducted an interview with manager, Puan Haleda Aqila Binti Nasis to know about the company situation and how she handles it. Other than that, we search information on the internet to understand more about the problem and the best solution to apply. Lastly, conducted SWOT analysis on the company.

In this case study, we will discuss Anugerah Kraf Galleria company information, SWOT analysis also finding and discussion that we found from conducting the research.

## 1.2 PURPOSE OF THE STUDY

The purpose of this research is to learn about Puan Haleda Aqila's methods and strategies in managing her business, which is based on the concept of '*Batik Alaf Baru*'. In order to evaluate a company's competitive position and develop strategic planning, we must first determine Anugerah Kraf Galleria strengths, weaknesses, opportunities, and threats. Internal and external factors, as well as current and future potential, are all evaluated in a SWOT analysis. Furthermore, the purpose of this research was to identify Anugerah Kraf Galleria's problems and then make a recommendation to her as a solution. The solution we propose to her is to assist her and her company in increasing future profits and becoming more well-known not only in Benut, but throughout Malaysia.