



PASTELSEY

CASE STUDY: COMPANY ANALYSIS

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PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

The company that has been selected as our case study is **Pastelsey Sdn. Bhd.** It was established on May 2017 and their headquarters is **located in Shah Alam, Selangor.** The company currently operates in the product and services sector. Pastelsey is one of the online business that offers high quality telephones and telecommunication equipment with Apples brands. The services that they provide are direct sales or walk-in and post by courier. Pastelsey promote their products by using social media like Facebook and Instagram as their main platform. That is because their target audience is youngster and student that using social media. Mostly of the resellers are student, so using social media will ease them to promote their products and gain more customers. Nowadays, every business will face a lot of **challenges and problems.** From this case study, we can derive the problems that companies often face. Company performance is an **important element** in attracting customers to use the services provided by the company.

In addition, the input that can be obtained from this study is to know about the organizational structure, products, business, marketing and operating strategy of this company. Lack of marketing strategy will make this company less known by other customers. Further, the management system should be improved to improve the performance of the company. All these weaknesses can be identified with **SWOT Analysis** by analyzing the strengths, weaknesses, opportunities and threats of the company. Therefore, all the problems that can affect the performance of the project can be solved. At the end of this case study, we will discuss and provide some **suggestions or recommendations** to solve the problems faced by the company

TABLE OF CONTENT

Description	Page
1.0 Introduction 1.1 Background of Study 1.2 Purpose Of The Study	1
2.0 Company Information 2.1 Background 2.2 Organizational Structure 2.3 Products/Services 2.4 Business, marketing, operational strategy 2.5 Financial achievements	2-7
3.0 Company Analysis 3.1 Swot Analysis	8-14
4.0 FINDINGS AND DISCUSSION	15-18
5.0 CONCLUSION	19
6.0 REFERENCES	20
7.0 APPENDICES	21

1.0 INTRODUCTION

First of all, we would like to share our happiness in working this case study to our lecturer of Principle of Entrepreneurship (ENT530), Madam Siti Nazirah Bt Omar, which is one of lecturer in Faculty of Accounting, Universiti Teknologi MARA (UiTM), Alor Gajah branch. This review assignment was given by her to fulfill the report on cases study which consist of 20% marks. It was given during first week of the class. The date for this assignment to be handed will be announced in other times

1.1 BACKGROUND OF THE STUDY

Principle of Entrepreneurship (ENT530) is one of the elective subjects that need to be taken by all UiTM students who further their study at Bachelor level. Case study is an activity, event or problem that contains a real or hypothetical situation. In this case study, we were required to choose one small/micro business to analyse a real-life situation where existing problems need to be solved including the complexities that would be encountered in the business. We were required to conduct an online interview with the company that we had chosen, which is Pastelsey Sdn Bhd, to collect as much information as possible about the company. Besides, we are required to identify any problem that the company faces and need to propose the relevant solution to enhance the company and business performance.

1.2 PURPOSE OF THE STUDY

The main purpose of conducting this case study is to analyse and investigate the factors of successful entrepreneurs on how they manage and operate their business or company and to identify the problem that the business or company faced. By doing this case study, students are exposed to the real situation in handling a business or a company and get to learn to handle a critical situation such as pandemic covid-19. Besides, students can get an exposure on how to improve our business in future as well as the strategy of operation, sales and marketing. Thus, this case study is important to learn an appropriate way and skills in order to be a successful entrepreneur.

2.0 COMPANY INFORMATION

2.1 BACKGROUND COMPANY



Figure 1 : Company Logo

Company Name	PASTELSEY SDN. BHD.
Address	GF No 14, Jalan Setia Alam AS U13/AS, Setia Alam, Seksyen U13, 407170 Shah Alam, Selangor
Company Registration No.	1374515U
Nature of Business	Wholesale of Telephone and Telecommunications Equipment
Company's Owner	Siti Aisyah Binti Osman
Business HP Number	010 – 233 1891
Website Company	http://www.pastelsey.com/
Starting Business	2017
Operation Hours	10.00 am – 5.00 pm

Table 1 : Company Information

Siti Aisyah binti Osman who is founder of Pastelsey Sdn Bhd, wholesale telephone and telecommunication equipment. Located in Setia Alam, Shah Alam, Selangor, Pastelsey was founded in 2017.

Pastelsey provides a service installment to buy phones. They introduce a unique concept of installment which is the customer needs to settle the installment in order to get a phone. Actually this is a good concept which teaches us to saving to get a new phone. Compared to loan installments, there are many benefits if customers join an installment with Pastelsey which are, the payment is flexible where Pastelsey do not set a date and amount of payment for customers every month. Besides, the customer can change to another phone in the installment period. The best part of this installment is, everyone can join and do not need any documents in order to apply for the installment.

Pastelsey is focusing on selling Apple products, which is iPhone that gets a high demand in the market. Their mission is to help more people to get their new dream phone for those who cannot effort to buy cash.