



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP ENT 300

ASSIGNMENT 1: CASE STUDY

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1.0 EXECUTIVE SUMMARY

Overview of this case study report I am aiming to evaluate the role of Jimmy Choo within the fashion industry as well as in luxury accessories market . Using my research that I get from Jimmy Choo main website and other website, I will look into business history, consumer segmentation and more info about the beginning of this company in order to develop an accurate case study report. Whilst analyzing Jimmy Choo, I will also address some strength and weakness of the company. I will also provide Jimmy Choo background and his characteristic that make him a successful entrepreneur.

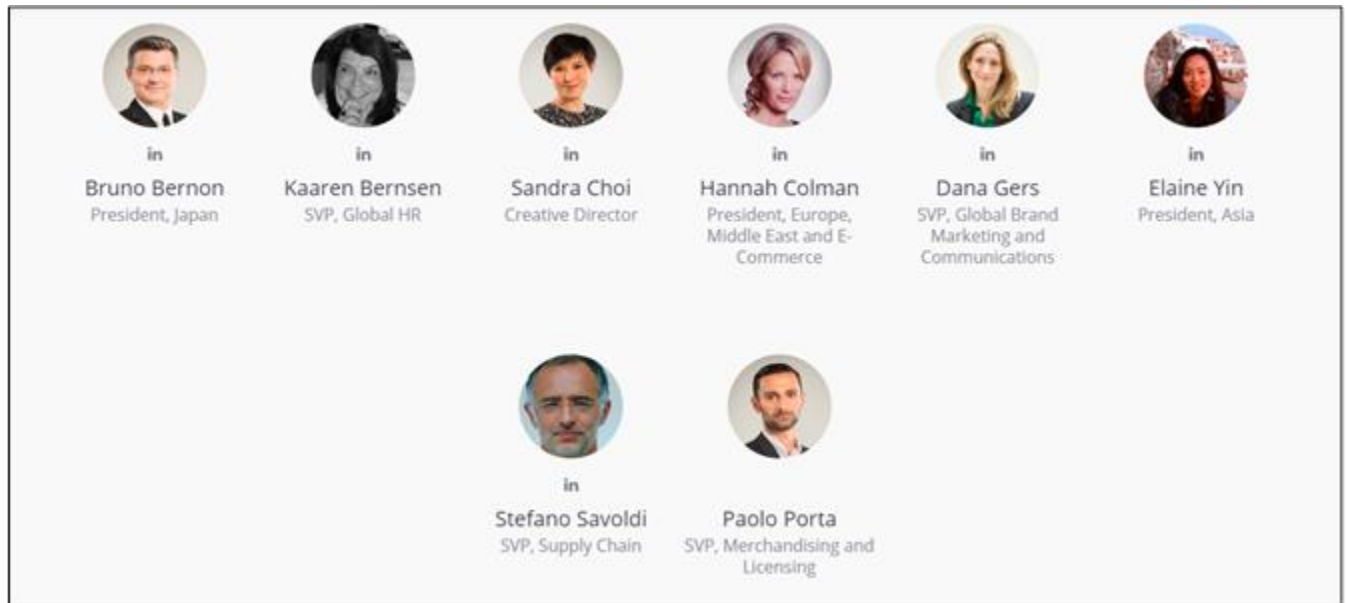
I also provide some picture to supporting my report and giving more info about Jimmy Choo company.

2.0 BUSINESS DESCRIPTION

2.1 BUSINESS BACKGROUND

Jimmy Choo is a British high fashion house specializing in luxury shoes, handbags, accessories and fragrances. This brand came from very humble beginnings. Jimmy Choo, the brand is named after its co-founder, designer Datuk Jimmy Choo Yeang Keat, who was born on November 15, 1948. Born and brought up in a family of shoemakers in Malaysia.

The company, J. Choo Limited, was founded in 1996 by couture shoe designer Jimmy Choo and Vogue accessories editor Tamara Mellon. The brand claims to have been a favorite of Diana, Princess of Wales. The company was listed on the London Stock Exchange until it was acquired in November 2017 by Michael Kors Holdings, now Capri Holdings. The brand traces its roots to a bespoke shoemaker named Jimmy Choo, based in the East End of London in the early 1990s. The Jimmy Choo company was cultivated with Mr. Choo's niece, Sandra Choi, who had been heading up design in the East End atelier, coming on board as Creative Director, a position she holds to this day. Mr. Choo departed the company in 2001.



CEO and key executive team

From the beginning Jimmy Choo focused on retail development. The first store opened in 1966 in London and two years later the company opened two stores in the US, New York and Beverley Hills. Since then, Jimmy opening more than 150 stores worldwide as well as having a presence the most prestigious department and specialty stores. Jimmy Choo's International expansion has given them the opportunity to open stores in the premium shopping destination of the world: Sloane Street and Bond Street in London, Avenue Montaigne in Paris, Via Candiotti in Rome, Madison Avenue in New York, Romeo Drive in Beverly Hills, and Ginza in Tokyo.



Diagram Jimmy Choo store at Woodbury Common, New York

The sexy cut, fashionable design, and exceptional Italian craftsmanship struck a chord with a sophisticated clientele, and the first collection enjoyed immediate success. With a goal of creating a global luxury business, Jimmy Choo attracted outside investment and the company embarked on a significant expansion across product categories, channels and geographies. A pioneer in the art of celebrity dressing, Jimmy Choo was among the first to bring shoes and