



ENT 530

DOORGIFT MURAH LAH

MADAM RAHAYU BT HASANORDIN



GROUP 6 MEMBERS



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EXECUTIVE SUMMARY

SERVICES

Doorgiftmurahlah that sells a variety of door gift items such as cookies and popcorn toward customer that are interested in finding affordable snacks for events and special occasions.

The price range of products is between RM0.90 to RM30.

FINDINGS

According to the SWOT review we performed for this business, there is a big issue as well as measures that can be implemented to eliminate any further problems.

COMPANY & MANAGEMENT

Doorgiftmurahlah is headquartered in the city of Shah Alam, Selangor. The company is owned by partners Syifa' binti Jamil and Izwan bin Kamarudzaman. The company is founded on March 1 2020 during COVID-19 pandemic.

The management consist of Syifa' binti Jamil as founder/secretariat and Izwan bin Kamarudzaman as Manager Director.

SUMMARY MAJOR PROBLEM

Inability to meet consumer demand due to a shortage of manpower and fierce competition from other rivals, which may discourage customers from choosing the business's product.

SOLUTIONS

To address the big problem listed, we came up with several solutions such as improving customer experience, recruiting new staff, and promoting the company on various platforms.

OVERVIEW OF COMPANY

The name of business chosen for our case study is Doorgiftmurahlah. The business nature is under food and beverage industry. The company, which began operations on March 1, 2020, is a product-based company that sells a variety of doorgift items such as cookies and popcorn. The commodity product is priced between RM0.90 and RM30 to cater the customer in searching of cheap and affordable door gift for wedding events.

COMPANY PROFILE

- ♥ This business legal structure is based on partneship which owned by Muhammad Izwan bin Kamarudzaman and Syifa' binti Jamil.
- ♥ An independent business that offers door gifts and sweets to complement the customer's special day.
- ♥ Located in Shah Alam , Selangor.

