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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

SWEET HEART SDN BHD

PARTNERSHIP

PREPARED BY :

FACULTY & PROGRAMME : FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

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PROJECT TITLE : SNACKSHOP SDN.BHD.

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2.0 Executive Summary

Sweet Heart Sdn.Bhd. has been established for nine years which in around 2008 or 2009. Sweet Heart Sdn.Bhd. has several branches around Sarawak but we choose the branch that is located in 47-49,Phase 25,Jalan Datuk Mohd Musa, Desa Ilmu,94300 Kota Samarahan ,Sarawak. Sweet Heart Sdn.Bhd. is founded by Sim Kiap Sian with his brothers Sim Kwang Sian and Sim Chiew Sian. Sweet Heart Sdn.Bhd. practice partnership business since the business has been established. For the organizational structure, the Sweet Heart Sdn.Bhd. is headed by Sim Sian Kiap and his brothers and under them is consists of their workers which are supervisors and ordinary workers.

They have variety of products that they sell in their premise such as snacks, beverages, beans, nuts and they as well sells items such as food containers ,cups and straws. The services that they provided are delivery service as well as cash-on-delivery. For their financial achievement, the Sweet Heart Sdn.Bhd. has been gaining their profit before tax 20,000 monthly and their profit increases 5% per year since they have been established.

Sweet Heart Sdn.Bhd faced few business problems such as lack of employees at their premise and their items are not well organize. We suggested some solution to tackle this problems and they are advertising vacancy through social media, consider offering raises and consider hiring more workers. We also recommended Sweet Heart Sdn.Bhd to widen their publicity since they lacking in publicity marketing and doing online marketing strategies.

3.0 Introduction

This report is about the company that we choose for our case study. We choose Sweet Heart Sdn.Bhd. as our reference. This company is based on a partnership company. The Key person for this company are Sim Kiap Sian with his brothers Sim Kwang Sian and Sim Chiew Sian. They established this company and the first branch is located in Kuching. Then, they established other branch in MJC Batu Kawa and also in Desa Ilmu, Kota Samarahan. This company provides goods for people around them. Their customer usually from local people, UiTM students and also UNIMAS students. They also provides delivery services for people that buy their goods. As for our company where we are doing snack business, we think that it is really necessary to know our business partners and rivals or competitors in snack business. The method that our group to gathered this information is using interview method.

4.0 Company Information

Sweet Heart Sdn.Bhd. has been established and operated for 9 nine which in around 2008 or 2009. Sweet Heart Sdn.Bhd. has several branches around Sarawak but we choose the branch that is located in 47-49,Phase 25,Jalan Datuk Mohd Musa, Desa Ilmu,94300 Kota Samarahan ,Sarawak. Sweet Heart Sdn.Bhd is founded by Sim Kiap Sian with his brothers Sim Kwang Sian and Sim Chiew Sian.

For the organizational structure, the Sweet Heart Sdn.Bhd. is headed by Sim Kiap Sian and his brothers and under them is consists of their workers which are supervisors and ordinary workers. Sweet Heart Sdn.Bhd. has been practicing partnership business with his brother Sim Kwang Sian and Sim Chiew Sian since they have begun their business.

They have variety of products that they sell in their premise such as snacks, beverages, beans, nuts and they as well sells items such as food containers ,cups and straws. The services that they provided are delivery service as well as cash-on-delivery. The Sweet Heart Sdn.Bhd. has a strategic place to do their business which is located at a strategic area which is in Desa Ilmu and they also sells variety of items and products. They also have very quick and fast working workers which causing their selling to go smoothly. Unfortunately they are quite lacking in their marketing strategy but they still manage to attract many customers to their shop.

For their financial achievement, the Sweet Heart Sdn.Bhd. has been gaining their profit before tax 20,000 monthly and their profit increases 5% per year since they have been established.

5.0 Company Analysis

5.1 Strengths

The first strength that Sweet Heart Sdn.Bhd. have is they provide variety of groceries supply for the people such as flour, potatoes, instant noodle, soft drinks and many more. They also supply their goods and products to other nearby shop. They sell their goods and products as a wholesale to the people. Besides that, one of the strength of Sweet Heart Sdn.Bhd. is they has a lot of loyal customer. It is because their premise were located in residential area where the people can easily go and do their groceries shopping. Since their company were located in strategic location, the people can easily reach without any traffic problem. Since Sweet Heart Sdn.Bhd. already operated for over 9 years, the residences around Desa Ilmu already recognized the premise. Lastly, one of the strength of Sweet Heart Sdn.Bhd. is the company protect their employees welfare. For example, their employees were holiday during festive seasons such like Chinese New Year, Gawai Festival & Hari Raya Aidilfitri based on what races they are.

5.2 Weaknesses

The weaknesses of Sweet Heart Sdn.Bhd. is they are lacking of employees in their organization since the company has advertise the available vacancy in front of their premise. Lack of employees also affect the performance of the employees and their working environment where some of the employee may have to work for extra time with extra wages and huge amount of products and goods in their premise limits the spate in their premise. Besides, they are also having a lack of exposure in term of online selling since they are not using social media as their platform to advertise their company. To increase their company popularity, they should publicize their product in social media as their advertising platform. For example, Facebook, Instagram and other social media.