



## CASE STUDY: COMPANY ANALYSIS



## PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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## TABLE OF CONTENT

NO	TITLE	PAGE
1	<b>ACKNOWLEDGEMENT</b>	3
2	<b>EXECUTIVE SUMMARY</b>	3
3	<b>INTRODUCTION</b>  1.1 Background of study 1.2 Purpose of study	4
4	<b>2.0 COMPANY INFORMATION</b>  2.1 Background 2.1.1 Overview profile 2.1.2 Background profile 2.1.3 Foklore 2.1.4 Mission  2.2 Organizational structure  2.3 Product/services  2.4 Business, marketing, operational strategy 2.4.1 Marketing strategy 2.4.2 Operational strategy	5-10
5	<b>3.0 Company analysis</b>  3.1 Swot analysis	11
6	<b>4.0 Finding and discussion</b>  4.1 Finding problems	12-16

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## **EXECUTIVE SUMMARY**

Pink Daisy is a business that offers customized jewellery products to customers who want to surprise others without going out to the market. *Pink Daisy* was established from 2020 until now and chose Tik Tok and Instagram application as their strategic platform to start the business and promote the products. Based on observation, the price of the jewellery offered is affordable for the customer. The company's vision is to build *Pink Daisy* as a well-known customized jewellery and her mission is to provide the best quality jewellery share the sustenance with other people

## **1.0 INTRODUCTION**

### 1.1 Background of The Study

Principles of Entrepreneurship (ENT 530) is one of the elective studies required of UiTM students pursuing a Bachelor's degree.

Entrepreneurship education aims to provide students with the knowledge, skills, and support they need to succeed as entrepreneurs.

In a number of settings, entrepreneurs. Students learn how to identify a problem that the business owner is facing and how to solve it.

### 1.2 Purpose of The Study

The goal of this research is to define entrepreneurship in terms of how a firm gets started and how to keep it going in terms of marketing strategy, financial success, and high-quality products and services.

In this case study, it is essential for students to understand what talents and approaches they will need to be successful entrepreneurs.

Finally, case studies might assist students in identifying problems that business faces based on SWOT analysis which is strength, weakness, opportunities and threats.

## 2.0 COMPANY INFORMATION

### 2.1 BACKGROUND

#### 2.1.1 OVERVIEW PROFILE

*Pink Daisy* was founded in 2019 by Aina Zairee, she first started her business when she was in high school by selling cosmetics. At that time, the online business was just about to start, not many more competitors then, she also ever sells shawl and shoes. There is too much competitors at that time until she gets the idea from TikTok to sell customize jewelry made from wire.

During MCO, we frequently forget to express our gratitude to our loved ones, or even find the time to shop a gift for them. Which is why *Pink Daisy* made it easy for people to give without going out. With a variety of themed Gift Boxes and can customized jewelry that will make their loves one happy when received it. Boy and girl also can purchase for your girlfriend and best friend.

#### 2.1.2 BACKGROUND PROFILE

*Pink Daisy* was founded by Aina Zairee. In the year 2019, during diploma, the 20-year-old entrepreneur began selling customized jewelry because she feels this business can go far. She tried to find something trendy or what kind of jewelry people like to wears nowadays. Until now she only sells them through online platforms.

#### 2.1.3 FOLKLORE

There is no specific meaning behind the brand's name, it is called *Pink Daisy* because the founder love pink color and daisy flower because it's looks lovely. The founder also wants to make the brand's name easy to remember and pronounce.

#### 2.1.4 PINK DAISY MISSION

Following current trends in order to meet people's needs.