



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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COMPANY ANALYSIS

LETSLILEET

PRINCIPLES OF ENTEPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Letslileet is a partnership business that sells cotton shawls as one of the essentials in fashions for Muslim women after seeing online business opportunities in Wilayah Persekutuan Kuala Lumpur and Selangor Darul Ehsan when demand arises. The business is headquartered in Ampang, Kuala Lumpur and it is owned by the three siblings which are Nur Amyra Syafiqah binti NorHisham, Nur Afiqa Saffia binti NorHisham and Nur Qaisara Dania binti NorHisham. Before venturing into the scarves business for Muslimah fashion, they had experience in handling a pre-loved business called BajubySeas for a year before starting the *Letslileet* firm. The management of *Letslileet* consist of the three owners with different roles. Nur Amyra Syafiqah is responsible in handling the logistics, create ideas, act as advisor while Nur Afiqa Saffia is accountable on the business's financial. The third owner, Nur Qaisara Dania is dependable to work on the graphic designs, photography and publicity.

Letslileet serves the market by providing the needs and wants of the customers as they have identified that customers are hopping into the trend of cotton shawl styles which also serves benefits like ironless and easy-to-shape shawls. To keep the consumer relationship going, the business also offered free deliveries for certain occasions and also providing giveaways for lucky customers or future clients. *Letslileet* marketing strategy is to focus solely on the affordable price and printed cotton shawls which are high in demand within the youngsters nowadays.

Selling scarves has always been a requirement in the market as it is categorized as one of the necessities for Muslim women. Ampang is a place where people are so preoccupied with their professions and daily lives that they don't have time to go shopping. The head scarf is worn by about five million of the country's seventeen million Muslims, or roughly half of Muslim women based on article by The New Yorker on an interview with Vivy Yusof. Thus, this can be seen as opportunity because the population of Muslim citizens is the most widely practised religion in Malaysia and are indeed increasing.

Lastly, as a start-up business, *Letslileet* will continue with the current labor and dividing specific duty especially to help in the packing and delivery services. They are expecting to hire workers in the upcoming year once their finance is secured. The business also plan to improve their client base and upgrade the developed ones through social media. Finally, *Letslileet* are seeking a higher operating line to finance the first year growth. The owners have invested RM 500 to meet working capital requirements.

INTRODUCTION

1.1 Background of the Study

As we required to overseeing this case study which is an activity or task that contains a real situation that shows a challenge would face the business. In order to find a suitable business for a case study which could give us potential to analysis the real situation regarding to the selected business. We had chosen a micro business name *Letslileet* to fulfil the requirement given in this case study. This business in run as an online business in the market where it provides selling hijab.

1.2 Purpose of the Study

Through this case study, students could expose type of problem that could happen or exist in a business and how to handle and solve the problems especially for the micro business who just new in the industry of business. By carry out this case study, it could help students feel familiar or learn how to boost their skills in term of handling in business in the future. It is because as a student who might involve in this kind of industry, we need to think professionally on how to manage the business in many terms like the production, financial, sells, and marketing as well. Through the present age that we could not predict what could happen in the future, we must develop variety of skills where it could help what we would face in the future. Thus, this case study is important to us to acknowledge what kind of skills that we should have as an entrepreneur and learn it through this real situation.