



**UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM CAMPUS
FACULTY OF HOTEL & TOURISM MANAGEMENT**



**CASE STUDY: COMPANY ANALYSIS
MOSHI MOCHIS**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Moshi Mochis is a business started back in October 2020. Moshi Mochis is offering a variation and customizable accessories. The product is extraordinary based on the adjustable design and the variety of option for the customer to choose from is amazingly aesthetics. The name of the business 'Moshi Mochis' was named by the owner itself due to the rareness, catchy as well as unique which make it more outstanding compared to the common branding name we heard. As for the marketing of the product, the owner focusing on targeting the teenagers and millennial based on the trend and colorful design. The product such as customizable glasses chain, rings, phone case and more accessories will definitely grab their attention to purchase it.

Other than that, the marketing strategies that have been done by the owner is advertising the product through social media such as Facebook and Instagram as a result of the main platform used by the potential customers. Besides, promoting via special interest group such as KPOP fans, positively giving the owner opportunities to enhance the design variation as well as increasing the potential customers. Meanwhile, the pricing stated by the owner is certainly affordable for the youngster to purchase it.

Last but not least, throughout the pandemic situation nowadays, the business is still ongoing due to the main platform is based on the social media and the purchasing method can be make online as well which make it more accessible and ease the productivity of the business to proceed.

ACKNOWLEDGEMENT

In completing this case study, we would like to give our highest appreciation to the owner of Moshi Mochis business due to the owner kindness and generosity to provide us all of the information and details regarding the owner business as well as for the owner direct and indirect contributions to this case study. We owe the owner a gratitude for the time and energy they put into our project until we were able to successfully accomplish our case study.

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1.0. Introduction of the Business

1.1. Background of the Study

Principle of Entrepreneurship (ENT530) is one of the elective courses that should be taken by every UiTM students who is pursuing a bachelor's degree in order to provide guidance and exposure to the students about the world of business. Students will do a case study on any business or firm they found to achieve in this course. In this case study, students must interview any organization or business to learn about difficulties, complications, and problems that the company or organization is encountered. Then, students will analyze the issue and come up with a solution as well as clarification to every issue that may arise throughout the process of the business process. Students will be more knowledgeable in operating business as a result of the whole research study.

Besides, by exposing and encountering the process and ways to establish and managing a successful business, it will give a strong foundation, knowledge and definitely a firm expertise in developing a business for the students. Furthermore, based in the study case, it is an advantage for students who are interested on starting a new business, obtaining an established business, or participating in a start-up or corporation venture company in the future. The foundations of the entrepreneurial process, such as value creation, opportunity recognition, innovation, and mobilizing people and resources, are incorporated for this course, which will be a secure base in encountering business world.

Entrepreneurial orientation assists students and learners from all kinds of backgrounds because it helps participants to enhance creative characteristics and explore outside the box. Furthermore, it creates opportunities, builds confidence, promotes social fairness, and promotes economic growth. Entrepreneurship also equips budding entrepreneurs with the skills and expertise needed to generate company concepts and create their own firm. This involves assisting students in learning about the fundamentals of business, such as financing, sales, marketing, management, and accounting. not to mention more general abilities like adaptability, efficient communication, and self-assurance.