



CASE STUDY: COMPANY ANALYSIS

NAME OF COMPANY: BLACKBONZR

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

Mr. Hisyam is a supplier of watches and accessories in Blackbonzr company from 2016 till now. His vision and mission in marketing watches are to put the customers first and make sure that his customers are satisfied with his product and services. He also set a goal to provide excellent watches and accessories as the best local market supplier in Malaysia. Mr. Hisyam has a flexible part-time home business to make extra income by being a supplier of watches and accessories. As a supplier, he owns a business without the hassle of handling products and services. After receiving payment from a customer, the company will pay him as a supplier. He will then send the product to the customer under his business name. He also does not need stock, and he no needs to store, receive, or send out supplies, as his company does all that for him. However, he needs to face a few things, including competing in a similar product and lack of quality control. As a supplier, he cannot personally check the watch quality because the company will send the product directly to his customer.

As a supplier of watch industry, he creates e-market platforms, variation of payment methods, and provide exceptional services as his marketing and management strategies. He uses Facebook, Instagram, Whatsapp, and Telegram as his digital marketing platform as they are fast go-to-market time, low cost, and content marketing strategy. Besides, it will provide more information for customer decision-making, customer data insights, and convenience to buy goods or services without causing any physical constraints to the consumers due to bad weather. He applies online and cash payment methods and provides packing, promoting, and delivering watch and accessories services. Therefore, he invested RM 250 to a start-up capital investment as his financial resource to sign as a watch supplier in 2016. Having a capital investment, will increase the operational capacity, capture a larger share of the market, and generate more revenue than drop shipping. His watch value propositions are more affordable, friendly services, convenient to use as they are waterproof watches, and provide couple watches set. He also promotes discounts, gift features, and watch warranty cover to achieve customer loyalty and satisfaction.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This case study provides information related to Mr. Hisyam, a watch industry supplier obtained through online interviews. Our research focuses on the background of business, including basic company information, ownership and management team, company history, mission and goals statement, types of products and service, and target customer. This report also pays particular attention to business, marketing, and operational strategy related to differentiation strategy, focus strategy, place, product marketing strategy, and inventory management strategy. Business, marketing, and operational implementation create a practical business forecast, a better understanding of business, build up opportunities for the company, and give the business clarity, focusing on business reasonable achievement goals.

This study case also fixates financial achievements for Mr. Hisyam as a small business or supplier in achieving an attractive profit margin or reaching a forecast cash flows, decreasing expenses, optimizing sales volumes for more revenues, and implementing productivity improvements. This report also identifies insights based on Mr. Hisyam's business personality strengths and weaknesses, what challenges he sees ahead of himself, and what opportunities are present around him now and in the future as a supplier. Identifying business analysis will help better understand the business by addressing weaknesses, deterring threats, capitalizing on opportunities and strengths, and developing business goals and strategies for achieving the business. Therefore, Mr. Hisyam also faces negative results includes stock and time management that can be solved by considering inventory optimization tools, employing business solutions, and providing a fine-tune of forecasting in business management.