



اَوْنَبُوْرُ سَيِّتِيْ تَيَكُوْنُوْ لُوْ كِيْ مَبَارَا
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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

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1.0 EXECUTIVE SUMMARY

Regarding to fulfil Fundamental of Entrepreneurship (ENT300) course requirement, we need to carry out a case study. During a case study, we need to collect all information about a company to complete study case, so I decided to contact Suebella Boutique Manager to do an interview session with the manager who is Ms. Syazwin Binti Shamsudin. Suebella Boutique provide high quality, performance enhanced, basic casual wear at the lowest prices. Its clothing is up-to-date and fashionable, but not trendy. Its fabric innovation and in-house design provide exceptional and unique functional performance. From the interview, I have known about their background of business, organizational structure, type of business model, products or services marketing and operational strategy. Besides that, I also enable to analyses the business entity using SWOT through case study and I need to identify the problem that faced by their company and trying to recommend an alternative solution towards the problem.

2.0 INTRODUCTION

Based on case study, I need to find a one company that their sales not exceed RM250,000 in a year. So, I decided to choose Suebella Boutique that is located at Bukit Gambir, 84700 Bukit Gambir, Johor to evaluate the business performance and try to get much information through personal interview with manager and staff. This boutique has 1 year of experience and will keep going on. The purpose of this case study is to provide a better understanding for me to asses my chosen business plan. This case study is done to analyse in detail about a business for me to be able to manage one effectively and efficiently in the future.

During study case, I have to choose one small and medium enterprise (SMEs) in Malaysia. The selected company must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM). Suebella Boutique was established on 10 January 2019. This boutique business is product oriented and its main product is various design of exclusive handbags. Besides, this boutique is open from 10a.m. to 6p.m. everyday. This boutique also promotes its products on various social sites such as Facebook, Instagram and Twitter. There are 2 staffs that are working in Suebella Boutique.

2.1.1 ENTREPRENEUR PROFILE



Salsabila Binti Shamsudin is the name of the owner of Suebella Boutique. She was born on 28 May 1991 at Hospital Besar Kota Bharu, Kelantan. She is engaged with a well-known business man in Malaysia. She also got Bachelor of Business Administration at UITM. Currently, Salsabila lives in Bukit Gambir, Johor in order to run her business properly. She is also a responsible and friendly owner and all of her staffs respect her. She decided to start her own business because she got inspiration from the successful businessman in Malaysia. She is also determined to help her family with the result of her own hard work.

3.0 BUSINESS PROFILE

Suebella Boutique was established on 10 January 2019. This boutique business is product oriented and its main product is various design of exclusive handbags. Besides, this boutique is open from 10a.m. to 6p.m. everyday. This boutique also promotes its products on various social sites such as Facebook, Instagram and Twitter. There are 2 staffs that are working in Suebella Boutique. The type of entity of Suebella Boutique is sole proprietorship which is a business that can be owned and controlled by an individual.

Besides, at the beginning of the business, Suebella boutique only produced handbags as their main product. As the business grows and gets more customers, this boutique starts to increase the selection of products such as dresses and scarves of various patterns and colours. although this boutique was newly established in early 2019, the customer response was very encouraging and they also gave good feedback to this company. This makes the spirit of the owner and also the employees of Suebella Boutique increase to work harder and achieve the company's goals.

In the early year of 2019, Suebella Boutique started hiring staffs to tidy up the store. The owner of the company and the staffs work together to arrange and decorate the store to attract the customers. Suebella Boutique also popular because of its decoration of the store that looks elegant and luxury. In the middle year of 2019, Suebella Boutique started an online business in various platform such as Facebook, Instagram and Twitter.

3.1 ACHIEVEMENT