



INDIVIDUAL ASSIGNMENT

ENT 300

D1AM1105A

ASSIGNMENT TOPIC :

KRCS SHOP

PREPARED FOR :

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EXECUTIVE SUMMARY

To qualify for the Fundamental of Entrepreneurship (ENT300) course, I need to conduct a case study. During the case study, I need to gather all the information about the company or a store to solve the case study. So we decided to contact the Owner of KRCS SHOP to conduct an interview session with the owner named Mr. Mohamad Khairul Rizam bin Che

Soh. From those interviews, I have learned their business background, organizational structure, type of business model, marketing and operation of products and services. In addition, I also need to find additional information to analyze business entities using SWOT through case studies. In addition, I also need to identify the problems faced by the company or the store and at the same time try to recommend alternative solutions to the problem

INTRODUCTION

I have made a research base on the company that i have choose and identified their company background. In this case study i have choose KRCS SHOP as my case study topics. The reason why choose KRCS SHOP as my chosen company because it is MALAYSIAN made shop and one of the successful seller in media social.

KRCS SHOP is a online and have its own shop located at Kuala Krai, Kelantan.

I pick this location because this is their headquarter of KRCS SHOP and everyone has access to it. KRCS SHOP focus on selling premium and bundle t-shirt and shoes made in Malaysia with a reasonable price.

So in this research i will starting brief with the introduction for my case study that are consist of the background of the study that is the background of KRCS SHOP. Then followed with the purpose of the study and the business problem that the project created to address. Then will be followed by the complete company information. Then it followed by the company analysis and then followed by the business problem. In that section it will explained more and giving more idea of the problem that the company face. And lastly are the recommendation and improvement that can be made to the company major problem. So this are some of the key point that should be consist in the report and will make the contained of this case study report more arranged nicely. In conclusion i really hope that this report will giving a complete idea of what i have worked for this research.

COMPANY BACKGROUND



Name of the business	KRCS SHOP
Business Address	Cabang Tiga Bukit Sireh, 18000, Kuala Krai, Kelantan.
Correspondence Address	Cabang Tiga Bukit Sireh, 18000, Kuala Krai, Kelantan
Website	IG: Krcs_shop Facebook: Krcs Shop
Email	krcsshop@gmail.com
Telephone number	0107894080
Fax number	-
Form of business	Sole proprietorship
Main activity	KRCS SHOP do sales online and offline
Date of commencement	02-06-2020
Date of registration	<u>02-06-2020</u>
Registration number	<u>SSM NO: KT0464178-U</u>