



اَوْبُو سَيْبِي تَيْكُو لَو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

SYARALISE EMPIRE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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2.0 EXECUTIVE SUMMARY

All Batu Pahat, Johor residents and social media platforms have recognized Syaralise Empire. This is due to a lack of individuals offering a nice pillow that is distinct from a typical pillow and has a choice of pillow designs and pattern to choose from. Syaralise Empire's sell a product that included a diverse variety of adorable pillows designs, patterns, and colours. The main issue that the Syaralise Empire faced was a lack of space to store stock, which caused the operations of checking to slow down. Lack of expertise and insufficient understanding in organizing the products neatly and nicely or information. The syaralise empire also must deal with customer demands from suppliers. This demand exceeded Syaralise Empire's expectations, as it required customized design and the customer was not interested in existing designs. Other than that, the main problem that the Syaralise Empire faced was the pandemic of the Covid-19 attack, which resulted in a decrease in the number of customers using the cash on delivery service as a result of the movement control order action.

Last but not least, we will discuss the history of the Syaralise Empire in this case study. Then, we provide our swot analysis and findings regarding the Syaralise empire's problem and how they plan to solve it.

3.0 INTRODUCTION

3.1 Background of the study

As we all know, in this era there were so many Entrepreneurship in our country that they creating and managing a business enterprise in order to gain profit. Entrepreneurs are those who discover or find a business opportunity and then go on to establish new businesses. Entrepreneurs are willing to take on the risks that come with starting a new business. Entrepreneurship plays an important role in growth in the economy to expand their business to the other countries. Entrepreneurship education aims to provide students with the necessary information, skills, and motivation to help them become successful entrepreneurs in the future. Principles of Entrepreneurship or ENT530 is required of all UiTM students continuing their studies in business management or other courses that need an entrepreneurship topic. The purpose of the ENT530 course is to provide students with a fundamental understanding of business and to introduce them to the area of business.

This case study is about students who need to interview any small business or company in order to obtain a variety of information from the company or business, including a SWOT analysis, company or business difficulties, and company or business background. Furthermore, students must also find a solution to an issue that the organization or business is facing while they're running a business. Students need to do a research about the business or company for the case study requirements and they will gain additional information and exposure about the business. As an example, students gain a basic understanding of how to conduct business, as well as how to establish or establish a firm. Lastly, students can learn about business in real life, the nature of business, and a variety of problems they have experienced.