



CASE STUDY: COMPANY ANALYSIS “FORYOU PROJECTS”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME : BA & BA235

SEMESTER : 4

PROJECT TITLE : COMPANY ANALYSIS FORYOU PROJECTS

NAME :

- 1) Hasbi bin Megat Zafirus
- 2) Muhammad Hakimi bin Rosli
- 3) Nur Athirah binti Rahim
- 4) Nur Nabilah binti Azhar
- 5) Siti Hajar binti Nor Hisham
- 6) Siti Zulaikha binti Mohd Ghani

LECTURER:

DR SYUKRINA ALINI BINTI MAT ALI

TABLE OF CONTENTS

NO	CONTENTS	PAGE
1	ACKNOWLEDGEMENT	1
2	EXECUTIVE SUMMARY	2
3	INTRODUCTION 1.1 Background of the study 1.2 Purpose of the study	3 4
4	COMPANY INFORMATION 2.1 Background 2.2 Organizational structure 2.3 Product/services 2.4 Business, Marketing, Operational Strategy	5 6 7-9 10-12
5	COMPANY ANALYSIS 3.1 Swot Analysis	13-15
6	FINDINGS AND DISCUSSION	16-19
7	CONCLUSION	20
8	REFERENCES	21
9	APPENDICES	22-23

1.0 ACKNOWLEDGEMENT

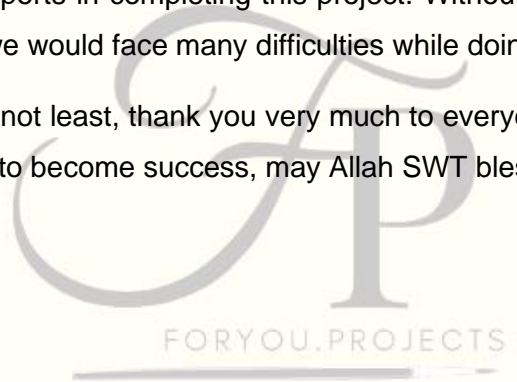
First and foremost, we are grateful to Allah because give us a chance to finished this report. We also would like to thank to our entrepreneurship (ENT530) subject lecturer DR. Syukrina Alini Binti Mat Ali for the valuable guidance and advice. She inspired us greatly to work in this project and accomplish it. We also would like to thank her for showing us some examples related to the case study.

Besides, we also would like to thank the authority of University Technology Mara (UiTM) for providing us with a good environment and facilities to complete this project.

Our biggest gratitude goes to Nur Zalikha Aliya, manager in ForYou Projects Enterprise, as she provides every information needed to accomplish this assignment.

Finally, an honourable mention goes to all of my friends in this group for their understandings and supports in completing this project. Without workgroup of the particular that mentioned above, we would face many difficulties while doing this project.

Once again last but not least, thank you very much to everyone that have contribute into making this assignment to become success, may Allah SWT bless you all.



2.0 EXECUTIVE SUMMARY

On this subject we are required to select a company for our case study. This case study is a group assignment that consist of 6 members for each group. Our group members are Hasbi, Nur Athirah, Siti Hajar, Siti Zulaikha, Nur Nabilah and Hakimi. The company that we choose is from businesswomen name Nur Zalikha Aliya binti Azhar who run a small company which selling Mini Painting by Numbers Kit. Moreover, the company name was ForYou Projects that commencing her business on 25 July 2020. Even though, still at young age she braves enough for doing this business online despite the pandemic situation of COVID-19 in the country.

Nevertheless, this report provides information and analysis regarding the company for this particular assignment. The first section of this report is mainly introduction of the business that divided into background and the purpose for this study. Other than that, the second part will provide the ForYou Projects detailed information that comprises of background, organization structure, product/ services, business strategy and financial achievement. This information is vital for this report in order to investigate for company analysis.

Furthermore, the next part of this report will contain our SWOT analysis based on the information of the company. The SWOT analysis are will cover on the strengths, weakness, threat and the opportunities for the company. The purpose of this analysis method was to think critically the potentials and disadvantages when a person running such business and for our SWOT, we simply put all the point in table view for better comprehension. After that, the last part for this report will have the finding and discussion for the business. For this part we will illustrate the business issues and implement the solution for the problems.

From our perspective, every business will face difficulty especially in the current circumstances of lockdown and pandemic had made it more worsen. Hence, ForYou Project also having a myriad of problems. The major problem was copyright issue from other competitor and our focus will focus on the copyright issue for the company. Last but not least, will include the discussion and implementation for the main problem. Our report also will be evaluated for the solution to ensure detailed view of advantage and disadvantages of this business.

3.0 INTRODUCTION

3.1 Background of the Study

Principle of Entrepreneurship (ENT 530) one of the elective subjects need to be taken by all UiTM students who further their study at Bachelor level. For the purpose of this study, entrepreneurship education refers to a formalized programmed to equip students with entrepreneurship knowledge and skills to understand customer's insights, market need and recognize business opportunities. It encompasses networking skills, idea creation, developing and implementing a business plan, running a business and evaluating the internal and external business environment.

This course is designed for students who are interested in creating a venture, acquiring an existing business or working in start-ups or corporate venture companies. This course focuses on "learning by doing" whereby the foundation of the entrepreneurial process such as value creation, opportunity recognition, creativity and mobilizing people and resources are embedded into the course.

In the course, students will be conducting case study to any business or company. Students are required to interview any business or company to get several problems that faced by the business or company. Therefore, students will analyse the problem and find solution to overcome the problems. By doing this case study, students will be exposed on how a business or company to run and operate their business. In this case, we are conducting case study of Foryou Projects Enterprise, which is a business that sells Mini Painting by Numbers Kit. This business is focusing in selling an art for those who are still beginner in doing painting and it is an online business. We are going to get the information on the problems that faced by the company and the business.

By studying entrepreneurship, the benefits that students and learners get from different social and economic backgrounds because it teaches people to cultivate unique skills and think outside the box. Moreover, it creates opportunity, in still confidence, ensures social justice and stimulates the economy. Entrepreneurship education also provides budding entrepreneurs with the skills and knowledge to come up with business ideas and develop their own ventures. And this includes helping them to learn about core business areas such as finance, sales, marketing, management and accounting, not to mention broader ranging skills such as adaptability, effective communication and confidence.