



اَوْبُوْرُ سِيْتِي تِي كُوْلُوْ كِي مَارَا
UNIVERSITI
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MARA



CASE STUDY: COMPANY ANALYSIS

GALERI MATAHARI

PRINCIPAL OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY OF BUSINESS AND MANAGEMENT

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EXECUTIVE SUMMARY

Galeri Matahari is an online based shop where customers are able to purchase its product via social media platforms such as Instagram and Facebook. This business was established on June 20, 2020. Galeri Matari stands for "Sun Gallery" in English. As we knew, throughout history, many cultures and religions have used the sun as a symbol of power, growth, health, passion, and the cycle of life. Some believe it represents the higher self, while others regard it as a god to be worshiped. The owner thought by naming his business with sun reference able to grow the business over the year. The very first product that they sold was different types of scarfs with satin material which had a starting price of RM18. Now, they promote different types of products including different types of scarfs, jersey and resin keychain. The cost of starting the business is estimated to be RM1500. Recently, the total gross profit earned by the company each month has exceeded RM1000.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

This Principles of Entrepreneurship course or ENT530 is a subject that give a guideline and exposure to students about business orientation. In this course, students need to conduct a case study related to a Small and Medium Enterprises (SME) business or company. Students are required to interview any Small and Medium Enterprises firm or company for this case study in order to learn about the challenges that the business or company is facing. Then, students must then analyze the problem and create a solution list for any problems that the business or company has encountered his case study will benefit students since it will expose them to how companies operate and run their businesses, as well as provide them ideas on how to be more creative when conducting business.

The background of study for the project also, to assist us in receiving and gaining a better understanding of the concept of the company's problem, countermeasures, and solutions to the difficulties, as well as the company's organizational structure. For this case study, we choose Galeri Matahari where the business sells scarfs with many types of material located in Bintangor, Sarawak.