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CASE STUDY: COMPANY ANALYSIS

LALA LIEYANA ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY



In December of 2018, Lala Lieyana Enterprise was founded. This business has been in existence for two years. No 756, Jalan Selasih 5, Taman Selasih, 09000 Kulim, Kedah Darul Aman is the company's address. The company focuses on producing food products like as biscuits, '*kuih raya*', and chips, with Family Corner biscuits and cookies being the most popular.

Mrs. Liyana is one of FC Rishfood Industries (M) Sdn Bhd's stockists. The company is run by family members, and delivery is handled through agents. It began in Kedah and has since spread to the states of Pulau Pinang, Perak, Perlis, and Selangor.

They run their business through E-commerce and have a Facebook page called CikLala (Lala lieyana). They market their product by posting six to seven times every day. Lala Lieyana Enterprise has no employees or staff. However, they do have more than 50 agents spread over the states. They also believe that delivering high-quality services, such as on-time delivery and delicious cuisine, is the most crucial financial success factor.

1. INTRODUCTION

1.1 Background of The Study



We are required to study ENT530, or Principles of Entrepreneurship, as part of our studies at UiTM, Puncak Perdana's Faculty of Theatre, Film, and Animation. This is important in order to introduce the students to a corporate setting. For this project, we will conduct a case study on Lala Lieyana Enterprise.

We need to interview the company in order to learn more about the problem they're facing. Because we must analyse the situation and come up with answers to any challenges that arise, the benefit of this case study is that it will broaden my business expertise. We will also be taught how to solve difficulties properly.

Entrepreneur education also strives to equip students with the knowledge, skills, and inspiration they need to flourish as entrepreneurs in all aspects of their lives. Entrepreneurial education is provided at all levels of education, including elementary, secondary, and university. This type of education focuses on developing skills or attributes that allow people to take advantage of opportunities. Profit is the driving force behind both systems.

1.2 Purpose of The Study



We acquired information for this case study report by conducting an online survey and interview with Lala Lieyana Enterprise. The purpose of the online survey is to look into the company's problems in order to help them stay in business.

The significant obstacles faced by Lala Lieyana Enterprise in competing with its own business and other food and beverage industry competitors through the E-commerce medium will be the topic of this case study. The SWOT Analysis will be utilized in this case study to explain the changes that have happened. The study will also explore and remark on solutions, ideas, and proposals that will improve Lala Lieyana in its development and improvement.

As the case study progresses, we the students, will be exposed to problems that arise in the firm and will learn how to effectively deal with them. This gives us some ideas on how to run our

own company in the future. Finally, students will gain greatly from the opportunity to think critically about how to enhance the firm in terms of operations, sales, and marketing.

2. COMPANY INFORMATION

2.1 Company's Background

Lala Lieyana Enterprise is exclusively owned by one person. Nurliyana Binti Abd Wahab is the founder of Lala Lieyana Enterprise. She is a happily married woman. Food products like as biscuits, '*kuih raya*', and chips are also the company's primary focus. FC Richfood Industries (M) Sdn Bhd has her as a stockist (1277057-d).

FC Rich Industries was founded and registered on April 18, 2018, in Kuala Lumpur, Malaysia, under the Companies Act 2016. FC Richfood Industries is a private firm with a limited liability company. Family Corner is a brand name for FC Richfood Industries (FC).

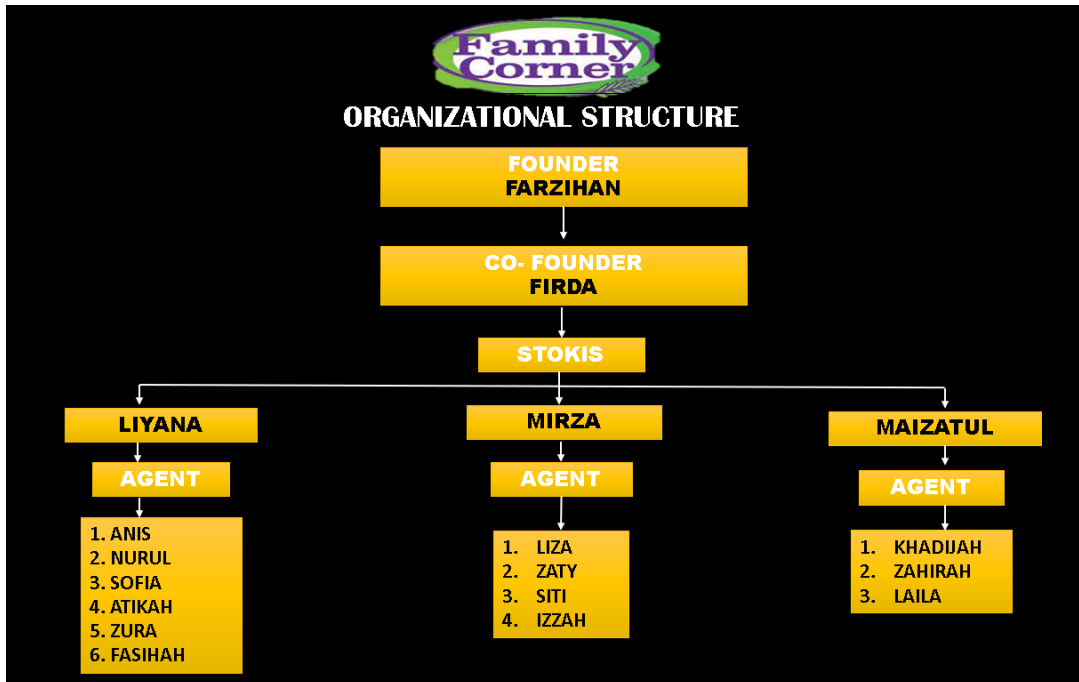
Mrs. Liyana is also a stockist of women's purses and an Alha Alfa cosmetics representative, although her main focus is on FC items. The Lala Lieyana Enterprise was founded in December of 2018. This business has been in existence for two years. No 756, Jalan Selasih 5, Taman Selasih, 09000 Kulim, Kedah Darul Aman is the company's business address.

She was able to raise the funds from her personal savings or loans from family and banking institutions. Typically, she manages her business alone with the help of a family member, her spouse. The company is registered with the Registrar of Businesses, Malaysian Companies Commission (SSM), and she has a business license from the local government. The company's responsibility is unrestricted. She has a Facebook page called Cik Lala where she promotes her items.

2.2 Organizational Structure



1. FC Richfood Industries Organizational Structure



2. Lala Lieyana Enterprise Organizational Structure



2.3 Products & Services

Lala Lieyana Enterprise is a corporation that buys and distributes goods from other businesses. The most profitable items in the Family Corner category include biscuits, '*kuih raya*', cakes, chips, crackers, dates, '*serunding*', and other sweet snacks. Each of these items has a distinct price tag, ranging from RM19 to RM40. Its products are all Muslim-owned and operated.

1. Biscuits & '*Kuih Raya*'



2. Chips & Crackers



3. Cakes



4. Dates



5. 'Serunding'



2.4 Business, Marketing & Operational Strategy



Business Strategy

Lala Lieyana Enterprise is a Family Corner chain that offers a wide range of biscuits and cookies. Housewives are their target market since they like to buy '*kuih raya*' and cookies, dates, and crackers for their homes. Aside from that, they target students as consumers because most students enjoy munching on cookies and snacks late at night while studying. Lala Lieyana Enterprise sells a wide range of biscuits and cookies, and will soon introduce a new flavor to allow consumers, particularly loyal ones, to try something new. Finally, Lala Lieyana Enterprise will provide an event or training for its agents to improve the knowledge about business.

Marketing Strategy

Lala Lieyana Enterprise advertises on social media. It is through the facebook name CikLala (Lala lieyana). They use social media to attract customers because most individuals nowadays use social media to search for foods that suits their requirements. Furthermore, customers who purchase 10 or more containers from Lala Lieyana Enterprise receive great service and the option to pay over time during Hari Raya. Customers will also receive a mug and IKEA items. Especially the agent who achieves the target will get jewelry (MAS916), a branded purse, and a watch from CHARLES and KEITH or COACH. Their price is very affordable so all the customer can grab it.

Operational Strategy

Mrs. Liyana will obtain the stock from the supplier, FC Richfood Industries, and then she inspects it to ensure that it is in good condition. After the payment is made, the stock will be moved to the storehouse. Then, Mrs. Liyana will distribute it to her agent, who will subsequently send it to the customer who placed the order. Finally, customers will pay once the product has reached in good condition.

2.5 Financial Achievement ✓

Mrs. Liyana is from Kulim, Kedah. She completed her Bachelor of Human Science degree in 2016 as a graduate student. She worked as an assistant engineer in a private company for two years. She desired to improve her income while working. She started working part-time in the business world. Unexpectedly, after just a year, this small business has given her huge returns. She then chose to leave her work as an assistant engineer and pursue a career in business full-time, launching her own company in 2018. Her company began in the state of Kedah and quickly extended to other states, including Penang, Perak, Perlis, and Selangor.

Since then, she has been able to make a lot of money merely by running the business. She once won an award as FC's best-selling stockiest. She was able to make sales income of around RM150 000 in 2018, and over RM250 000 in 2019 just by selling FC items, which does not include the other things she sells. Unexpectedly, despite the appearance of Pandemic COVID-19 in the middle of 2020, she was able to achieve sales income of RM400 000 in a year in 2020. She said that if COVID-19 does not materialize, she will be able to exceed the objective because she has to deal with the problem of many clients canceling purchases during the year due to COVID-19.



3. COMPANY ANALYSIS (SWOT)



<p style="text-align: center;"><u>STRENGTH</u></p> <ul style="list-style-type: none">• No need a lot of cost to operate the business.• Beside provide cash-on-delivery services and offer monthly installment payment services to who buy 10 and more containers of FC product.	<p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none">• Does not design or manufacture her own products• Not fully benefited
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Many residents in Kedah will be interested in buying FC products	<p style="text-align: center;"><u>THREATS</u></p> <p>Namely the pandemic COVID- 19 caused business operations to be slightly disrupted.</p> <ol style="list-style-type: none">i. Delivery operations had to be postponed.ii. The product's release had to be postponed by the Family Corner (FC).iii. Both of the above problems have caused many customers to complain about slow arriving orders and resulting in some customers making order cancellations. This causes the company's sales revenue to decrease.

Tables 1: Shows the SWOT Analysis



STRENGTH

Lala Lieyana Enterprise is an online business. This business does not involve spending a lot of money for things like rent payments and employee salaries to run its business. Lala Lieyana Enterprise only uses her home as a place of business operations and only works with her husband and agents. Therefore, the cost of expenses for Lala Lieyana Enterprise can be saved. He does not pay fees to his agents and instead rewards them when they meet their sales targets. Branded handbags from Coach, Charles and Keith, as well as watches from Coach and G-shock and Jewelry from MAS916 were among the rewards given to his agents. This can motivate his agents to work harder to increase their sales revenue.

In addition, Lala Lieyana Enterprise also provides cash in delivery services. This is intended to make doing business with him easier for his customers. Here we know not everyone wants to leave their home just to buy cookies.

Furthermore, he also offers monthly installment payment services. For customers who want to buy FC products in large quantities of more than 10 containers, he offers them to pay in installments. Offers like this will be given when Hari Raya Aidilfitri and Aidiladha are approaching. This makes it easier for buyers who are less able to buy in large quantities. As we all know when it comes to the festive season, of course a lot of money has to be spent. Therefore, Mrs. Liyana took this as an opportunity to impress her clients. ✓

WEAKNESS

The disadvantage of Lala Lieyana Enterprise is that it does not fully benefit. Here is because Mrs. Liyana only takes products from FC company. At present he does not design or manufacture his own products. If Lala Lieyana Enterprise can produce its own products, surely this company can enjoy all the benefits that it has to the fullest. Clearly we can see is against the effect, referring to the revenue that Lala Lieyana Enterprise will earn is greater than now. This shows that if Lala Lieyana Enterprise starts to sell its own products it will definitely receive bigger profits.

OPPORTUNITIES

There is another that makes '*kuih raya*', biscuits, '*serunding*' and dates as big as FC companies in Kedah, especially their products are one hundred percent Muslim products. Therefore, many residents in Kedah will be interested in buying FC products. This is the best opportunity for Lala Lieyana Enterprise by becoming the main stockist of FC products in addition to selling other products as well. He once won an award as the best-selling stockist to FC. He once recorded an annual sales achievement for FC products of RM400 000. This is an opportunity owned by Lala Lieyana Enterprise to introduce his company to the community. Through his company's opportunities to be a stockist for various products has resulted in Lala Lieyana Enterprise earning high profits. ✓

THREATS

The company's operations are conducted entirely online. When the world community's new norm, namely the Pandemic COVID-19, arrived, business operations were slightly disrupted. Her company is experiencing the following issues:

1) The delivery operations had to be rescheduled.

- This is because the Malaysian government has imposed a Movement Control Order (MCO). She was unable to cross the county or state to deliver goods. Products that were ready for shipment had to be postponed.

2) The Family Corner (FC) had to postpone the product's release.

- Because of the MCO, the FC plant was unable to operate. Until the government allowed the factories to re-open, thousands of product orders could not be fulfilled on time.

3) Both of the aforementioned issues have resulted in many customers complaining about slow-arriving orders and some customers cancelling orders. As a result, the company's sales revenue falls.

- Mrs. Liyana had to provide preliminary information to her customers about the problems encountered in order to solve the aforementioned problem. She was attempting to explain and persuade them of the current situation that had occurred above, not her wish. She had to tell them one by one that the goods would take some time to arrive due to the MCO. Even so, some customers are confused by the situation and cancel their orders. Mrs. Liyana had to contact the FC to inform them of the decrease in the number of orders, which the FC fortunately understood. Concerning the issue of delivery roadblocks, Mrs. Liyana went to the police station to request a letter and a stamp of clearance on business matters. This allows goods delivery to continue as usual. ✓

4. FINDINGS AND DISCUSSION

One issue that Lala Lieyana Enterprise encountered was that stock was delayed owing to CMCO in Malaysia. HQ is unable to process and deliver biscuits, '*kuih raya*', and chips as previously since their firm must close early during CMCO to prevent the spread of virus COVID-19. Their trip to distribute products to their agents and stockiest has also been delayed because we can't cross the state as freely as we used to.

The first option that I came up with was to interact with customers and respectfully explain the problem of not being able to acquire supply on time because to the COVID-19 outbreak. Some of them may understand since they have been in the same scenario. The advantage of this strategy is that buyers agree to buy the product even if they have to wait for the supply to come. By using the pre-order system, Lala Lieyana Enterprise can get orders even before the supply arrives. The more consumers that place pre-orders, the more benefits they will have since when stocks arrive, they will be able to deliver all orders at the same time, whether by mail or cash on delivery (COD). They can reduce costs such as delivery fees by using this strategy because they distribute the product in bulk.

There are some drawbacks to this strategy, one of which is that if a client refuses to accept the justification for not delivering his or her order on time, Lala Lieyana Enterprise would suffer a loss. The customer will then go to a competitor who sells the same biscuits, '*kuih raya*', or chips. Perhaps the consumer may fall in love with them after tasting them. The customer will remain

loyal to the competitor. That is a significant setback for Lala Lieyana Enterprise. According to the journal, “Literary Review of Stock Markets on the Path to Prediction,” capital is allocated to the most successful investment projects, and both families and enterprises receive assistance in risk management, as well as the possibility of spreading consumption over time. In the case of Lala Lieyana Enterprise, both buyers and sellers will profit because it will be easier for them to fulfill their stock if they simply deliver the orders once. Customers will gain as well by receiving their products as soon as they come. ✓

Lala Lieyana Enterprise can then buy large quantities of stock at once. Customers will readily purchase with them since biscuits, ‘*kuih raya*’, and chips are available. Even if other agents or competitors are already out of stock, they can continue take consumer orders. This will make it easier for their agent to refill biscuits, ‘*kuih raya*’, and chips. The benefit of purchasing large quantities of merchandise at once is that Lala Lieyana Enterprise can reduce the number of consumers who defect to competitors because they can hold their stocks for a longer period of time than before. However, there is a downside in that Lala Lieyana Enterprise needs have a large amount of capital in order to purchase stocks in bulk. Even though the price for stockiest and agents is lower than the price for customers, obtaining low-cost products in large quantities still costs a lot of money. So, in order to attain their goal faster, they can only use a portion of their profits from selling biscuits, ‘*kuih raya*’, and chips. The balance, which is capital to refill products, and any additional profit earned, can be used to replenish products for the next batch. By encouraging their agents to pay for the stock earlier than usual, they can also achieve their goal of purchasing large quantities of stock at once. ✓

Furthermore, one of the issues that Lala Lieyana Enterprise has encountered is that clients are afraid to join postal. They mentioned that they required the biscuits, ‘*kuih raya*’, and chips as soon as possible. Some of them also complained that the shipping was too expensive for them to pay. Finally, customers are concerned that the products will be destroyed owing to poor courier service or poor packaging, as biscuits, ‘*kuih raya*’, and chips are fragile things.

For the first option for consumers who require biscuits, ‘*kuih raya*’, and chips quickly, they can continue to recruit agents throughout Malaysia so that if customers require the goods immediately, they can forward their orders to a nearby agent. According to the journal “Autonomous Agents for Business Process Management,” utilizing an agent-based approach allows for additional flexibility because an agent’s actions can be influenced by input from

previous invocations of specific paths through the business process. The benefit of implementing this solution is that they can boost their monthly income. The more agents they recruit, the more money they will make each month because agents will restock biscuits, '*kuih raya*', and chips with them on a regular basis. The issue that they will have by implementing this solution is that they will have to devote their valuable time in regularly coaching their agents so that their agents will continue to grow to be successful agents and, of course, to avoid the agent running away from business. ✓

Furthermore, for consumers who believe the postage price is excessive or unjustified, they can explain to them that their postage charge is included in the delivery cost as well as our time to pack the items. Some clients will be grateful for our efforts. According to the publication "Do You Want To Keep Your Customers Forever," we must develop learning interactions between customers and the company. Customers will inform the company of their requirements for certain products. The more learning ties they have, the more companies will understand the need for specific products and services. However, we will not use all of the needs that they have expressed instead, we will only fix problems that major consumers have indicated and that we believe are appropriate for us. In this scenario, they will not be obligated to compensate clients who want a lower postal price because, in my opinion, that is an acceptable fee for their service given that they also need their time to conduct postage. However, many buyers will accept the postage charge since they understand it. The benefit is that businesses can continue to charge the original price for their service without incurring a loss. However, businesses may encounter a dilemma in which customers cancel orders with them because they are dissatisfied with the price of their service.

The third issue that Lala Liyana Enterprise encountered was that there were too many competitors in the same area selling biscuits and chips. Customers will be able to acquire the identical goods from other sellers, resulting in a loss in sales for Lala Liyana Enterprise. However, I have discovered a solution to the problem: Lala Liyana Enterprise should develop items that are distinct and unique from the competitor's cookies and chips. They can try to create something unique and follow the current trend because people nowadays are more drawn to something that is trending, therefore they are more likely to buy the product because they are usually keen to test any rare product. The benefit of this solution is that Lala Liyana Enterprise will be able to grow their sales by attracting more people to buy their unique product, while also enhancing the brand of their products and the company's name. However, there may be disadvantages, such as Lala

Liyana Enterprise incurring higher costs than usual in order to produce new items in their initial tries.

The following option is to set competitive prices. This is one of the simplest ways to outperform the competition by offering lower prices. As a result, Lala Liyana Enterprise must be aware of, and conduct research on, the prices of their competitor's goods or services. They may need to lower costs in order to cut prices so that there is no loss. The benefit of this approach is that Lala Liyana Enterprise will undoubtedly gain more clients because they provide a lesser price than competitor's. This is due to the fact that buyers always prefer the cheaper product with the same quality. The negative is that ~~Lala~~ Liyana Enterprise will not make a lot of money because they reduced their price. ✓


The final issue is the difficulty in locating customers and clients. Customers are difficult to discover, especially during this movement control order owing to the Pandemic. Lala Liyana, on the other hand, may overcome this problem by publishing more about their product and updating their social media every day in order to grab the attention of clients and entice them to buy their product. According to a journal that I read, the use of social media is very beneficial in engaging and drawing new clients because there are millions of users on social media. Lala Liyana might use their own creativity to advertise their product by conducting video uploads or publishing images of their goods on a regular basis on the social media site. Customers usually are more attracted to sellers who post more about their product.


The benefit of this approach is that Lala Liyana Enterprise will be able to gain customer's trust in the firm and persuade them to buy their goods since they will be posting more posts and receiving feedback about their items on social media. It also does not cost anything to market the goods on a regular basis via the social media platform. The disadvantage of this strategy is that Lala Liyana will have to be more consistent and spend more time publishing in order for customers to continue receiving product updates. ✓

5. CONCLUSION

In conclusion, the main issue that Lala Lieyana Enterprise appears to be experiencing is that inventory in Malaysia has been delayed due to CMCO. This can be resolved by politely informing customers about the stock shortage that will not allow them to arrive on time. Next, Lala Lieyana Enterprise can buy large quantities of stock at once to avoid running out of stock.

Furthermore, one of the issues that Lala Lieyana Enterprise has encountered is that customers are hesitant to join postage and thus choose not to do so. Some of the reasons are that they require the products quickly and that the postage price is prohibitively expensive for them to pay. I believe that one solution is to hire agents so that if customers require products right away, we can route their orders to a nearby agent. Furthermore, customers who believe the postage price is unfair should be informed that our postage price includes both the shipping cost and our time spent packing orders. Furthermore, Customers who believe the postage price is unfair should be informed that our postage price includes both the shipping cost and the time spent packing orders.

The next issue to be resolved is having too many competitors, which Lala Liyana Enterprise can address by producing more trendy products to compete with other competitors in the same field in order to gain more customers. As a result, their sales will increase. Lala Liyana Enterprise can also set a competitive price to beat their competitors by offering a lower price as customers always prefer to buy from a cheaper seller. However, because they set a lower price, they may not make as much profit. 

Last but not least, the problem of hard-to-find customers can be solved by continuing to update and post more about their product so that customers notice the consistency and are interested in purchasing as the media has the power to attract people to become customers by putting forth some creativity and effort. As a result, Lala Liyana Enterprise must devote more time to consistently updating the product via the social media platform in order to engage with customers. 

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7. APPENDICES

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**PERMOHONAN MENDAPATKAN MAKLUMAT UNTUK TUGASAN/KAJIAN KES KURSUS
PRINCIPLES OF ENTREPRENEURSHIP (ENT530) SECARA ATAS TALIAN.**

Dengan segala hormatnya perkara di atas, dirujuk.

2. Sukacita dimaklumkan bahawa, penama di bawah adalah pelajar bagi program Sarjana Muda Pengurusan Industri Kreatif (Kepujian) Produksi Filem (FF237) dari Fakulti Filem, Teater dan Animasi, Universiti Teknologi MARA, Kampus Puncak Perdana.

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3. Tugasan/ kajian kes ini adalah bertujuan untuk memenuhi keperluan kursus dan penyelidikan pelajar iaitu "Case Study: Company Analysis of Lala Lieyana Enterprise"

4. Sehubungan dengan itu, saya amat berharap permohonan ini mendapat pertimbangan dan kelulusan pihak puan. Dimaklumkan segala maklumat yang diberi adalah untuk tujuan akademik dan dianggap sulit.

5. Sekiranya puan memerlukan maklumat lanjut berkaitan dengan projek ini, sila hubungi Penyelia Projek Kumpulan ini iaitu Dr. Nurhuda Nizar di talian 012-3545754 atau ketua projek kumpulan ini iaitu Saudara Marlie Dhazniel Bin Rusli di talian 017-5345937.

Sekian, kerjasama puan dalam hal ini didahului dengan ucapan ribuan terima kasih.

"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"
"BERKHIDMAT UNTUK NEGARA"

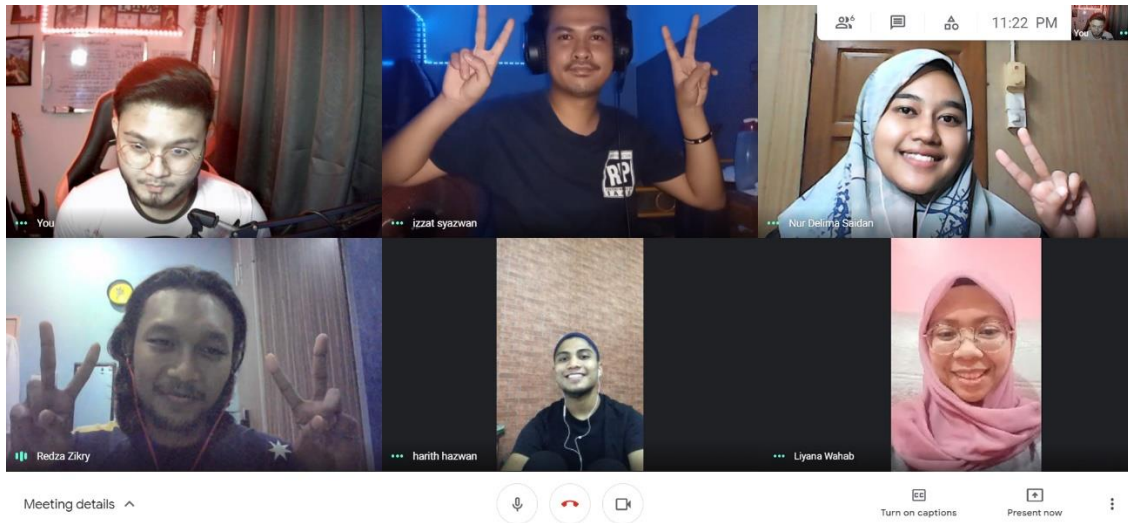
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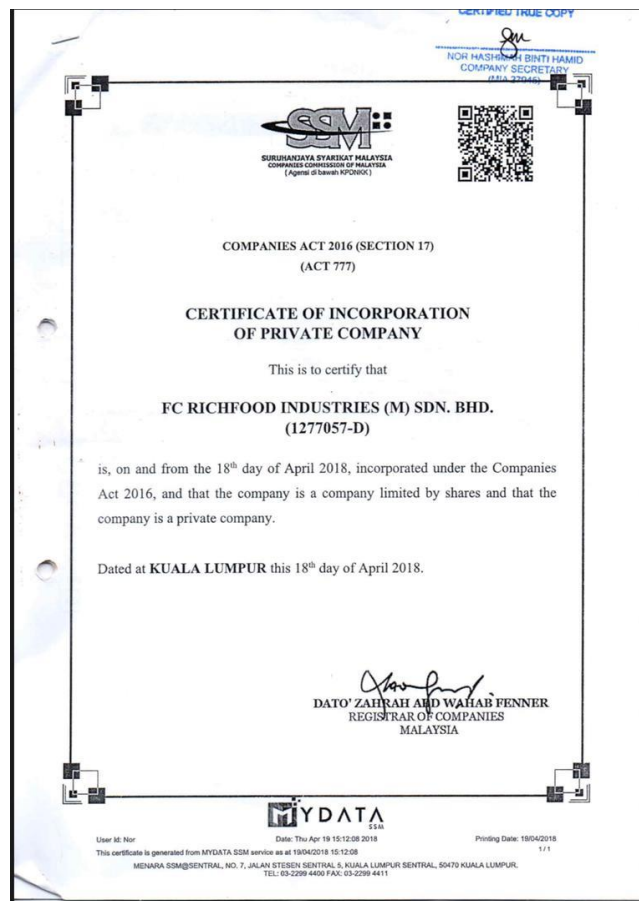
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Uitm di hati

Shows a Cover letter for Mrs. Liyana owner of Lala Lieyana Enterprise



Shows our virtual interview session with the owner of Lala Lieyana Enterprise, Mrs. Liyana



Shows the Certificate of Incorporation of Private Company (FC Richfood Industries Sdn Bhd)


SURUHANJAYA SYARIAH MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG E (KAEDAH 13)



**PERAKUAN PEMBAHARUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

LALA LIEYANA ENTERPRISE
NO. PENDAFTARAN: 201803404769 (PG0464121-M)

telah didaftarkan dari hari ini sehingga **14 APRIL 2022** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **756, JALAN SELASIH 5, TAMAN SELASIH ,
09000 KULIM, KEDAH.**

Bil. Cawangan: TIADA

Bertarikh di **ALOR SETAR** pada **15 APRIL 2021.**


NOR AZIMAH BINTI ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

UserID: BSN Date: Thu Apr 15 15:42:58 MYT 2021

Shows the Certificate of Renewal of Registration of Business Act 1956 (Lala Lieyana Enterprise)