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CASE STUDY: COMPANY ANALYSIS

MY THERAPIST

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NAME


**: AHMAD SYAHMI BIN ISA
(2019481814)
MUHAMMAD AKIM BIN HASSAN
(2020987789)
MUHAMMAD AMIRUL HAKIM BIN
ZURAI (2020987596)
MOHAMAD AZIM BIN JAHYA
(2019602498)**

LECTURER

**: DR. NORZAWANI BIN
MAMAT@IBRAHIM**



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2.EXECUTIVE SUMMARY

My Therapist provides massage therapy and cupping in their business for the people who are interested in getting this service. This treatment responds to an increasing body of research literature that documents the effectiveness of massage therapy in both the mental and health and substance abuse treatment fields. Cupping therapy is a physical treatment which refers to a technique that uses small glass cups as suction devices that are placed on our skin. Cupping believed to have potential benefit in treating myriad types of disease and conditions,

For this task, we have chosen My Therapist for the interview as their staff is friendly and supportive and makes our interview session run smoothly. Every information given which is on the company information is very beneficial for us to take it for doing this task. Thus, all the information is being taken to find the problem that the company has occurred during their production time.

Last but not least, My Therapist promotes their service by using social media like Facebook page and the posters as their main platform.

3. COMPANY INFORMATION

Our choice of company for this case study is MY THERAPIST which is a company that provides services that specializes in traditional massages and cupping. It is founded by Ngatiran (En.Iran) where the company is a sole proprietorship type of organization. MY THERAPIST comprises 3 workers under En. Iran that also partakes into the services offered by MY THERAPIST. The company is located at Jalan Datin Halimah, 80350 Johor Bahru, Malaysia. The service offered also includes home services which makes the business to be flexible where the supposed services do not restrict towards its premises. The traditional massages also vary to reflexology and acupuncture which makes the services provided by MY THERAPIST to reach out to more customers that may require special assistance. As of now MY THERAPIST can be contacted on Facebook and through phone calls.

4.COMPANY ANALYSIS

SWOT analysis is a valuable tool in analyzing the strengths, weaknesses, opportunities and threats in a company. My therapist's SWOT analysis reveals and identifies all the key strengths, weaknesses, opportunities and threats that affect the company the most. All of the key elements which are identified from My therapist are discussed below.

Strengths

My Therapist is famously known around Johor for offering a very good and effective traditional service for a very reasonable price. In addition, the company also used to be a Ministry of Health recommended place under the department of Traditional Medicine and Complimentary for special case patients. This is where My Therapist reach their great audience which includes the Chief Minister of Johor, Dato Khalid Nordin due to the recommendation and verification of Ministry of Health. Apart from their good service and popularity, My Therapist is consist of a few skilled member who work together forming a business. This can be considered as strength because in time of pandemic, they are able to adapt quickly to the situation and adjust everything according to their favor like emphasizing more on online platform due to the mobility and the size of this company.

Weaknesses

Everything has its weaknesses and so does My Therapist. Their main weakness is also their strength which is total member. Due to company being so small as it consist a very few member, it makes the flow and the productivity of the members to be not as smooth. This is because, based on the questionnaire, one of the member said that it is hard to assign or appoint who is in charge of what as there is no departments. For instance, they have yet to assign the one who is in charge of facebook marketing and also sales manager due to shortness of members. This can cause disorganization and also restrict the work flow in the company.

Opportunities

Since the company is well known among locals, they have a better competitive edge than other competitors. This is because according to the questionnaire, they claim that it is the geographic factor is one of their key success. This is because according to The Business Circle, before the time of pandemic, spa and massage industry is growing rapidly in Malaysia. This is because it is in the Malaysian culture itself as they prefer to go to massage parlor when they sustain a light or muscle injury. So with this factor added to the fame and recognition received by My Therapist, they will have a huge head start among the other competitors.

Threat

Lastly is threat. The biggest threat for My therapist is the pandemic covid-19. This is because according to the questionnaire response, even operating with full Protective Personnel Equipment, most of their customers are afraid to have a face to face appointment due to the fatality of covid-19. In addition, they also stated that the closure of Spa & Massage industry and movement control order is actually not the biggest threat. The biggest threat is the covid-19 itself because if there is no industry closure and MCO, customers still won't attend to any physical-related business due to the fear of the deadly covid-19.

5. FINDINGS AND DISCUSSION

There are some major business problems faced by My Therapist with their main cause of the problems such as customer cannot come to the shop, product price increases, loss problem and customer fears due to COVID19. The causes to the main problem that have been stated will be explained after this with some alternative solution for My Therapist business.

Customer cannot come the shop

From the interview session that have been done with the My Therapist owner which is Encik Ngatiran, we have found that some major problems and its main causes. The first major problem of My Therapist is the customer cannot come to the shop because of the lockdown that have been announced by the government of Malaysia. This problem is the serious problem that currently been faced by people because of it is not only negatively affect mental health but also it is extremely worse affect such as loss in business, lost of jobs, lost of customer for business, and also negatively affect to financial planning.

Aligned with the lockdown restriction, the government also listed some of business that must be temporarily closed such as spa, manicure and pedicure, and other related. My Therapist business also in that business category under the government restriction and this is the reason of why customer cannot come to the My Therapist premise.

This problem seems like does not have much concrete solution to help My Therapist business but there is alternative solution that we can suggest to this business which is My Therapist can do the online video conference with the customer. The input that My Therapist can give in that online video conference with customer is they can share some information, knowledge and method to do self-therapist at home while waiting for the lockdown period ended. The advantages of this solution are can reduce the cost of preparing the tools for treatment because the therapist just prepare the laptop or smartphone and internet data and then the online meeting can be run. Other advantage of this method is can build the strong relationship with the customer. The disadvantage of this solution is the customer maybe cannot fully understand can not confident to the self-therapist by themselves without physical assist by professional therapist. Other disadvantage of this solution is the therapist should always keep in touch with their customer which is would be exhausted and stressful because the therapist should always be on the phone in most of the time to stand by for customer asking and feedback after the online video conference.

Insist to increase the medicines and services price

The second major problem that the My Therapist have faced is desperately to increase the medicines and services price to cover the monthly payment of the shop. The ways of increases the product and service price also not enough to pay for shop monthly payment. This problem arises because of the COVID-19 pandemic that currently happened in Malaysia and the world. The government restriction which is lockdown have restricted the business and people movement. This is why My Therapist take the action to increase the product and services price. There are alternative solutions for My Therapist can do which is sell their medicines through online platform.

We informed that My Therapist use social media like Facebook to promote their product and services. In this situation we can assume that My Therapist are understand and concern that social media are the useful ways to promote their business. We are suggesting to My Therapist to expand their promotion activity by using other social media platform like Twitter, Instagram, YouTube, and TikTok. This would be interesting and good for My Therapist because nowadays majority of people are using this kind of social media and in this current time in Malaysia which is lockdown people are mostly stay at home and they are most of the time use the phone so this is perfect time to promote the business through social media.

The advantage of this solution is the business can be viral easily but depend on the way of promoting. The other advantage of this solution is saved the cost of promoting because do not have to create physical poster or tool of promotion because it is can be done fully on the phone or laptop. This advantage has stated clearly by Odediran (2020) which is uploading marketing campaigns on social media is sometimes free but there are certain needs to charge a fee but it is affordable to do it. The disadvantage of this solution is the My Therapist should learn about

effective promotion way on social media by joining class session with online marketer experts and this may take time and costly.

Loss problem when certain herbal foods is spoiled and stale need to dispose

The third major problem of My Therapist is loss problem because certain herbal foods is spoiled and stale need to dispose because customer not come to the shop for a long period. This situation is happened because any herbal foods have their own expiration period and cannot be stored for a long time. When the customer not purchase the product and not having their services so the product movement is stuck and cannot be restock so this will force to remain the old stock until it is can be sold.

The alternative solution that we suggest is use the long-lasting expiration date of herbal foods. The other solution that we suggest is we recommend to use the owner of My Therapist to use same method just like the solution of the second major problem before which is use the social media platform. Other than that, My Therapist also can use the e-commerce platform to sell their herbal foods. The example of e-commerce platform that My Therapist can use is such as Shopee and Lazada.

Using e-commerce is very suitable for My Therapist business since they are also selling herbal foods other than provide traditional massage and cupping services. This is stated by Niranjnamurthy, Kavyashnee, Jagannath, & Chahar (2013) which is in their research about advantages using e-commerce is no issue of standing in queue to buy goods or have the services. They say the clientele businesses are really need e-commerce to enjoy the fast business process. Niranjnamurthy, Kavyashree, Jagannath, & Chahar (2013) also stated the disadvantages of e-commerce which is the customer cannot experience the product before they want to purchase it. We assume that the customer experiences of product before purchase it such as see it physically, touch it, smell it, and take the sample first. Sometime herbal food product is not familiar by certain people so they maybe want to try it first and having the face-to-face discussion with the seller to ask anything about the product.

The people still afraid to come to the premise even the service provided with personal protective equipment (PPE)

The last major problem that faced by My Therapist is the service of cupping and massage need physical touch of hands and even with personal protective equipment (PPE) provided by workers, customer still afraid to come because of COVID-19 virus. When we see the problem that faced by My Therapist, we can assume that all massage therapist industry is affected by the pandemic of COVID-19 because the major problem for them is they are in business of touch. With the various type of COVID-19 variant such as Alpha, Beta, Gamma, and Delta in today have made people more anxious to come to the place that need physical touch. The only action that My Therapist can do now is just focusing to their online business platform while waiting for COVID-19 pandemic is end.

The solution that we provided for My Therapist is always compliant to the restriction instruction by the government and always aware of the latest COVID-19 legal information. For example, while in this current time government doing restriction for all spa, wellness, pedicure, manicure, cupping, and massage business to be closed until it will be re-open soon. We know that even the massage services can be run again after the government permission, people will still afraid to come to premise. This problem can be solved by following the standard operating procedure (SOP) when in COVID-19 situation. For example, Tague, Seppelfrick, & MacKenzie (2021) stated that as following:

Before starting the therapist activities, give to the client a valid agreement document which shows the statement that asking for client permission to accept risk of transmission and make sure people involved in that session take very serious attention for every step during therapist activities in order to avoid infection. Furthermore, use PPE correctly as following the rules for close or prolonged contact. Other than that, minimize the conversation while the therapist is running and if possible, shorten the therapist session. (p. 6)

The advantages of this SOP is it can reduce the risk of people involved in the therapist session to get the COVID-19 infection and the disadvantage is will less the satisfaction experienced by clients because less knowledge and intimacy conversation to get cause from reduced conversation with workers and short period of therapist session.



6.CONCLUSION

In conclusion, this case study is done to help the company to explore their problem that happened inside the company. For sure, every business or company has their own problems or issues because not all companies are perfect. Regarding the interview session with the owner, Encik Ngatiran said, customers were not allowed to come to the shop because of the current issue, which is COVID19, and another problem is desperately to increase the medicines and services price and affect them to cover the monthly payment. However, every problem they faced, they managed as well.

A successful case study made the company closer in achieving their missions. My Therapist is a company that provides massage therapy and cupping in their business and give more focus and keep their services are needed by customers or anyone who interested to try the services. From this case study also very helpful for students to improve their knowledge about entrepreneurship and gains more and more about every company's issue and how to handle every problem by a good way with the best solutions. It is because entrepreneurship education provides knowledge and skills for students to come up with new ideas and develop their own ventures.



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8.APPENDICES

YAN SME   All changes saved in Drive

Questions Responses **1**

NAMA(HURUF BESAR)

NGATIRAN (EN.IRAN)

EMAIL(JIKA ADA)

-

NO TELEFON

0167887385

APAKAH NAMA ORGANISASI PERNIAGAAN ENCIK?

MY THERAPIST

APAKAH STRUKTUR ORGANISASI PERNIAGAAN YANG ENCIK JALANKAN?

SAYA BERKERJA SENDIRI BERSAMA 3 ORANG RAKAN SEBAGAI TUKANG URUT DAN PERUBATAN TRADISIONAL
SEPERTI BEKAM.

Questions Responses **1**

KETIKA NEGARA DILANDA WABAK COVID 19,APAKAH USAHA YANG ENCIK LAKUKAN UNTUK MEMPROMOSIKAN SERVIS DAN PRODUK YANG ENCIK TAWARKAN INI?

SAYA MENGGUNAKAN POSTER DAN JUGA REKEMEN DARI KAWAN KAWAN PELANGGAN SEJAK AWAL PERNIAGAAN,TAPI SEKARANG SAYA LEBIH FOKUS KE FACEBOOK UNTUK PROMOSIKAN MY THERAPIST KERANA COVID 19 SAYA MERASAKAN RAMAI YANG GUNA FACEBOOK.JADI LEBIH RAMAI YANG AKAN NAMPAK IKLAN YANG DITAYANGKAN.

SELAIN ITU,APAKAH MASALAH YANG DIHADAPI OLEH ENCIK DI MASA GAWAT INI?

MASALAH YANG SAYA HADAPI ANTARANYA,PELANGGAN TAK DATANG KE KEDAI KERANA LOCKDOWN.HARGA UBAT ATAU SERVIS WALAUPUN DINAIKAN TETAPI MASIH TAK BOLEH COVER BELANJA BULANAN KEDAI.MASALAH KERUGIAN APABILA ADA BEBERAPA MAKANAN DIKEDAI ROSAK DAN BASI KERANA TERLALU LAMA PELANGGAN TAK DATANG DAN PERLU DIBUANG.

PADA PENDAPAT ENCIK,APAKAH PUNCA UTAMA KEPADA MASALAH YANG DIHADAPI ENCIK?

PUNCA UTAMA DISEBABKAN COVID 19.SERVIS YANG KAMI TAWARKAN INI LEBIH KEPADA SENTUHAN KERANA BEKAM DAN URUT PERLU SENTUHAN TANGAN KE ANGGOTA BADAN WALAUPUN FULL PPE KAMI DAH PAKAI,TAPI KEBANYAKAN PELANGGAN MUNGKIN TAKUT NAK DATANG BERPUNCA DARIPADA COVID.

APAKAH ALTERNATIF YANG DILAKUKAN OLEH ENCIK UNTUK MENANGANI MASALAH TERSEBUT?

ALTERNATIF YANG SAYA BOLEH BUAT ADALAH DENGAN MENERUSKAN PERNIAGAAN DENGAN MENJUAL UBAT ATAS TALIAN SAHAJA KERANA SERVIS BEKAM DAN URUT SANGAT PERLAHAN DAN SLOW.

Questions Responses **1**

PADA PENDAPAT ENCIK,APAKAH KEKUATAN ORGANISASI INI?

SAYA RASA KEKUATAN ORGANISASI INI TERLETAK PADA KAMI BERTIGA YANG MASIH CEKAL MENERUSKAN BISNES INI WALAUPUN KEADAAN SANGAT SUKAR.

PADA PENDAPAT ENCIK,APAKAH KEKURANGAN YANG TERDAPAT PADA ORGANISASI INI?

KEKURANGAN YANG BOLEH DIKATAKAN ADALAH KEKURANGAN PEKERJA.KAMI MEMANG BERKERJA 3 ORANG SAHAJA DAN BAGI SAYA AGAK SUSAH KERANA KAMI TIADA DEPARTMENT YANG KHAS SEPERTI SIAPA YANG AKAN MENGURUS FACEBOOK SIAPA YANG AKAN MENGURUS PENJUALAN.

SELAIN ITU,APAKAH YANG ENCIK RASAKAN SEBAGAI KELEBIHAN DALAM MENGURUSKAN PERNIAGAAN DALAM ORGANISASI INI?

SAYA RASA KELEBIHAN TU DISEBABKAN PELANGGAN ITU SENDIRI.RAMAI PELANGGAN LAMA SAYA CHAT DI WHATSAP MENGENAI SERVIS MENGURUT TETAPI KEADAAN TAK MENGIZINKAN.BAGI SAYA KELEBIHAN ORGANISASI INI DALAM BIDANG NI ADALAH KERANA BUDAYA ORANG KITA YANG TAK LARI DARI TABIAT SUKA DENGAN URUTAN TADISIONAL.CONTOH KALAU SAKIT TERSELIUH,AKAN CARI TUKANG URUT.

SOALAN YANG TERAKHIR ADALAH,APAKAH YANG BOLEH ENCIK KATGORIKAN SEBAGAI ANCAMAN KEPADA PERNIAGAAN YANG DIJALANKAN OLEH ORGANISASI ENCIK?

ANTARA ANCAMAN KEPADA KAMI PENIAGA KECIL INI ADALAH COVID ITU SENDIRI.PKP BAGI SAYA TAKDA MASALAH KERANA PUNCA PKP ITU DARI COVID.KALAU PKP TAKDA COVID ADA TETAP JUGA PELANGGAN TAKKAN DATANG KE KEDAI KAMI