



CASE STUDY: COMPANY ANALYSIS



DO DA DOODLE TOTE BAG

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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Executive Summary

Muhammad Amir Bin Mohd Sabri is the sole proprietor of Do Da Doodle. It is a home-based business in Shah Alam, Selangor. This company's founder holds a Bachelor of Science in Architecture from UiTM Shah Alam. He is currently pursuing a career as a full-time freelance artist, creating doodle artwork, and documenting his artistic journey on social media. He is currently the only one in charge of the company.

Do Da Doodle is a small art company that sells their doodle designs in a variety of forms, most notably tote bags. Mister Amir stated that he hopes his customers are satisfied with his product and that the products can represent the customer's personality. Do Da Doodle is a playful spin on the phrase "Do The Doodle," and it was chosen because it represents the company's focus on doodle art.

Tote bags have become popular among young adults, particularly university students, who frequently use them as their university bag. This inspires Mister Amir to create his own unique tote bag that stands out from the crowd. The company creates custom-made products for their customers and manufactures them based on their preferences. They also have ready-made products from which customers can choose.

Do Da Doodle is currently operating on social media platform, which is Instagram and Facebook, as well as the online shopping platform Shopee. This is the ways that Do Da Doodle use to engage with their customers and clients. The business can only experience growth if they face the existing problems such as lack of variety in design. This problem can be seen clearly because even though they had released the tote bag five years ago, there are only two collection of tote bags and they both have the same concept. Another constraint is the lack of marketing about the uniqueness of product. However, there are a few solutions that are proposed such as increase the number of tote bag designs and promote the uniqueness of their products.

1.0 Introduction

1.1 Background of the Study

Students that are partaking in this case study are involved in Principles of Entrepreneurships course. This course must be taken as one of the subjects by students who are currently pursuing a bachelor's degree in Graphic Design in fifth semester and will be introduced to the world of entrepreneurship. The students learned about the important aspects of entrepreneurship in this course. For instance, how to identify any business prospects, how to comprehend market demands, and how to attract clients. Apart from that, this course teaches you in-depth about how business owners create, plan, and carry out their ideas and strategies. The primary objective of this course is to educate students about the business and how to apply it in future real-world scenarios.

In order to complete this assignment, the students must interview any small to medium-sized business owner in order to learn about their issues and come up with potential solutions that could be proposed to the business owner in order to improve future productivity. Students are exposed to how the entrepreneur runs their business in this task, including how it is associated with marketing and financial activities. Our group has planned to interview a company called Do Da Doodle as our case study business involving tote bags business. This is required in order to identify the issue faced by companies and possible solutions to improve the business. Do Da Doodle is a company that sells tote bag, pouch bag and pencil case that use the doodle concept. Our group decided to interview this company because it has its own uniqueness and creativity in the product that they are currently selling.

The student gains a deeper understanding of the principle of entrepreneurship in creating any future new ideas or solutions as a result of completing the assignment. In addition, students will be provided with the fundamental skills needed to start a new business or understand how a corporate study might work. The students will learn problem-solving techniques by completing these case studies.

1.2 Purpose of the Study

Students that are currently pursuing their degree on Bachelor of Graphic Design in fifth semester are required to take Principle of Entrepreneurship as one the subject during their studies. Writing a case study based on the selected interviewed company is one of the evaluations for this subject. The goal is to analyse the company's problem, identify it, and suggest a solution so that the organisation can perform better in the future. The purpose of this case study is to educate students about entrepreneurship and how to identify market strategies used by companies to ensure that their products are well-received by their target market. Beside that, this case study also provides objectives for the specific company, Do Da Doodle, which include identifying issues and finding solutions to ensure future success for the business and analyzing methods of the company to reach their targetted customer.

Through this case study, the students enrolled in the Principles of Entrepreneurship course will get knowledge about how to manage various issues that might emerge in a company and how to resolve them. In addition, students learn a lot about the company and how to run and maintain a business for a long time. Students also learned that in order to succeed as entrepreneurs, they must be innovative and creative thinkers who are willing to take any risk and accept failure.

The case study will assist the students in coming up with any ideas that might be provided to the entrepreneur to enhance their company in the future. Furthermore, the students will gain a better understanding of how to manage or grow their businesses in the future. This entrepreneurship knowledge gives students the fundamental expertise, abilities, and drive related to business performance that can inspire and attract students who wanted to pursue in the business sectors after graduation. Students can increase their opportunities for securing jobs in the future by developing their entrepreneurial skills.

2.0 Company Information

2.1 Company Background



Figure 1: Company's Logo

The business name chosen by this owner is Do Da Doodle is a new small business that sells tote bag products. Its founder is 29 -year -old Muhammad Amir bin Mohd Sabri. At first, he wanted to study graphic design but unfortunately, he did not get the first choice and entered an architecture course. As long as he was in this field, he realized that graphics department were on demand, so he decided to do it engaging in the field of graphics. So, then he decided that he wanted to get involved in the field of graphic design, he felt it best for his artwork because of his interest in doodles. Because of this, he decided to become a full-time freelancer. The name Do Da Doodle is actually from Do The Doodle but he changed it to look catchier and easy to remember. Furthermore, he loves the idea of everyone wearing his merchandise products because it makes him feel very happy and appreciated.

In addition, Do Da Doodle is always open for custom commission. He believes that customer should be satisfied with their purchase. In fact, Do Da Doodle is unique in its own way because it uses doodle as the main concept of the products. The price range depends on the item itself, usually, RM45 – RM85 for items such as tote bags and so on in addition to the cost to draw the doodle, the price is usually based on the difficulty, size, and quantity of medium to be used.

Currently, Do Da Doodle only uses its online platform, Instagram, to promote his doodles and ideas. Other than promoting platforms, Mr. Amir utilizes Instagram to take orders, and anyone

can contact him to make a reservation because his tote bag's design can be customized according to the customer's wishes. In addition, he also decided to open a vendor or take the opportunity to enter any event that can give more exposure to doodle art among Malaysians, and gain more experience related to the field.

2.2 Organizational Structure



Figure 2: Organizational Structure of Do Da Doodle

An organisational structure is a set of regulations that control duties such as task collection, coordination, and supervision in order to accomplish organisational objectives. The organisational structure affects how employees collaborate and is the foundation for routines and standard operating procedures. It establishes who has access to which decision-making procedures and, consequently, how much their participation will have an impact on the organization's outcomes. The organisational structure, which can be compared to a lens or perspective, allows people to observe their organisation and its surroundings.

The manager's role is responsible for the process of completing activities efficiently others and achieving business goals through the implementation of four basic management functions: planning, organizing, leading, and controlling. In this case, Do Da Doodle only has one person who manages it, namely Muhammad Amir bin Mohd Sabri who is also the owner of this business. Mr. Amir is the one who draw the tote bag's doodle illustration and he is also the one who managed his business by himself. He expands his business by collabrating with a tote bag's supplier to print and deliver the product for each order.

2.3 Products and Services

The main products sold by Do Da Doodle are tote bags, pouch bag and pencil case. The products sold are themed on local flowers such as Bunga Raya, Bunga Loceng, Bunga Kertas, Bunga Melur dan Bunga Kantan. In addition, customers can customize orders based on illustrations that describe the customer's personality. This is because, Mr. Amir will be satisfied if the customer can obtain a product that has a unique value to the customer.

Illustration	Product Name	Description
Refer to Figure 3.0	Tote Bag	<p>Bloom Series by Do Da Doodle</p> <p>This tote bag has a unique design from Do Da Doodle inspired by patterns from local flowers such as Bunga Raya, Bunga Loceng, Bunga Kertas, Bunga Melur dan Bunga Kantan. This tote bag measures 15 x 15 inches. The flower -inspired design is printed on the front and back of the bag. This bag is suitable to be filled with all your daily accessories such as books, stationery, make-up, telekung, keys, gadgets, and others. The uniqueness of this bag is that it can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker. The straps on the tote bag use solid cotton webbing that is 27 inches wide and has an inner lining for finishing.</p>
Refer to Figure 3.1	Pouch Bag	<p>This pouch bag is also inspired by local flowers. The size of this pouch bag is 10 x 7.5 inches. This bag is also suitable for carrying necessities and can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker.</p>

Refer to Figure 3.2	Pencil Case	This pencil bag is also inspired by local flowers. The size of this pouch bag is 8 x 4 inches. This bag is also suitable for carrying necessities and can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker.
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Table 2.3.1: Product Descriptions

2.4 Business, Marketing, and Operating Strategies

2.4.1 Business Strategy

A business strategy is an outline of company's planned decisions and actions to accomplish its goals and objectives. The business focuses on his artwork followers which he has earned on social media. Apart from that, he also focuses his target audience on women because he can get 70% of his followers to be women. Hence, Mr. Amir is strategies his business on how to make his merchandise trendy and attract his targetted customers to purchase his products.

2.4.2 Marketing Strategy

A marketing strategy is a company's overall plan for reaching potential customers and turning them into customers of the goods or services the company offers. Mr. Amir mainly sells his merchandise with high quality and high demand as doodle enthusiasts are always coming up with new ideas and changing their designs to keep the doodle ideas and designs interesting and modern. To increase sales, Do Da Doodle uses promotions by using hashtags and entering various events to give exposure to the community about doodle designs and items made by it. In addition, Mr. Amir believes word-of-mouth marketing is an easy way to spread to his followers to find out more about his business or product as he also promotes all his artwork on social media such as Instagram.

2.4.3 Operational Strategy

The operating strategy focuses on the objectives and aspirations of the company as well as the actual approach for achieving those objectives. Do Da Doodle will ensure the quality of tote bags sold in high quality to ensure a good business reputation. A good business reputation will turn regular customers into loyal customers even if there are other companies selling the same product. Mr. Amir values good relationships with his customers because for him he is more into selling relationships than products. He ensures his products are of high quality and able to meet the needs of his customers. Also, he plans to take dropship to grow his business and he will order a number of stock tote bags if he participates in any event to promote his existing products.

2.5 Financial Achievement

Every small business's most basic goal is to make money. For operating expenses, profit entails more revenue than expenses. Sales revenue, interest on investments, and rent on the owner's business property are all examples of business revenue. Rental materials, vehicle expenses, advertising, utilities, interest payments, licenses, and taxes are all examples of operating expenses. The profit goal for a small business should be sufficient to retain stakeholders such as owners or shareholders and to allow the business to save money for expansion or capital reserves. As the Do Da Doodle business is still within 3 years so the main financial achievement from the first day to today, the business has recorded many sales around RM5,000.

3.0 Company Analysis

A business model canvas is a tool that can aid in a systematic analysis of a company's business model so that the entrepreneur can concentrate on it segment by segment.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENT
Suppliers: Creative United Partners: Poslaju Express	Marketing Receiving orders & payments Design	Newness Design Customization Price Convenience /Usability Accessibility Save money	Personal	Demographic: Women Psychographics: Interest In Art Behavioural: Feminine
	KEY RESOURCES Physical: Tools Intellectual: Skill Human: Freelance artist Technical staff on a contract basis		CHANNEL Raise awareness Purchase the product Deliver the product Evaluate the product	
COST STRUCTURE Cost-driven Fixed cost: Transportation cost Medium and tools Variable cost: Utility bills			REVENUE STREAM Transaction-based Revenue Project Revenue	

Table 3.1: Do Da Doodle business model canvas.

Customer Segments

Customer segmentation is the practise of categorising a company's customers into groups based on their similarity. The goal of customer segmentation is to determine how to interact with customers within each segment to maximise the value of each customer to the business.

Demographics

Women- Do Da Doodle focuses on women as their primary potential customers based on the analytics of their social media followers. According to their research, 70% of their social media followers on Instagram and Facebook are women. They also conducted a buyer analysis, and many of them are also women. Most male customers will tell Do Da Doodle that they are purchasing the tote bags for their loved ones, such as their mother and girlfriend. Hence, they designed their tote bags with a more feminine style, and this can be seen by their best-selling collection, The Bloom Series. Do Da Doodle designed their tote bag in this collection based on popular Malaysian flowers such as Bunga Raya, Bunga Loceng, Bunga Kertas, Bunga Melur dan Bunga Kantan.

Psychographics

Interest In Art- Do Da Doodle's focus in selling their tote bags is to appeal to people who enjoy art, particularly doodle art. This is because they want to progress from being a freelance designer who only sells art on canvas to selling a form of art that their customers can use in their daily lives.

Behavioral

Feminine- Because their target audience is female, their design caters to those who prefer a feminine look with floral designs and bright colours. Furthermore, the tote bags are not simply decorated with flowers. Instead, they created an interesting composition of flowers with abstract design, making the tote bags look more unique and attractive. This style is ideal for those who want to be fashionable while remaining feminine.

Value Proposition

The value proposition is a segment that makes a strong case for why customers should buy the company's goods. In order to persuade customers to select the company's products that meet their demands, this also effectively communicates the value that is provided to them. In order to reassure customers that they are choosing wisely among rivals or competitors, this value is also offered to the company, its goods, and its services.

Newness

Do Da Doodle changes the design of the doodle from time to time depending on the current trend and consumer demand, just like other merchandise items namely pouch bags and pencil cases. Some of the innovations used may look interesting, while others focus on the beauty of the doodle shape counterpart itself.

Design

To offer attractive visuals and a solid first impression of their product, they highlight modern elements in the details of every design on the product. This design will influence the way people think and experience pleasure from the product.

Customization

Do Da Doodle accepts orders for design doodle tote bags based on the customer's own request. But the price for the tote bag is more expensive than the existing design. This is because, Do Da Doodle will charge extra to illustrate the new design. Usually, the time taken to complete a custom design is for several days depending on the difficulty to produce the design.

Price

Despite the fact that these products have a variety of different designs that express outstanding elegance and its usability, the prices of the merchandise are affordable to the target customers in terms of usability.

Convenience/Usability

Wearing merchandise items such as tote bags, pouch bags, and pencil cases can be used in daily life. For example, a tote bag can be used to carry books or telekung for women. Pouch bags and pencil cases can be used to carry small accessories and stationery. Do Da Doodle offers a variety of design colourful options and suitable to be matched with user aesthetics.

Channels

Channel to raise awareness

Do Da Doodle aims to widen targeted customer awareness begins with this channel. Do Da Doodle uses Instagram to promote their products, including hashtags and reaching out to friends in order to reach a wider audience. Customers who are specifically targeted by Do Da Doodle will be able to learn how to purchase the products, as well as their availability and the service offered throughout the totebag delivery process. Do Da Doodle should have fully utilised more social media platforms such as Facebook and Tiktok to further build the business, in our opinion. New features have been found as a method for customers to engage more with the seller on Facebook. As a result, customers will have a better relationship with the seller, which will lead to higher customer satisfaction.

Channel to purchase the products

This channel is when the customer is interested and plan to buy the products. Do Da Doodle sells its items and products through Instagram. Targeted clients can direct message Do Da Doodle on Instagram to order totebags or ask questions related to the product. Usually, most customers will buy totebags through Instagram. Aside from Instagram, Do Da Doodle also sells tote bags using the Shoppe E-commerce platform recently. Do Da Doodle can expand and simplify customers to order the products they want using this platform because the features provided by the Shopee platform are easy and direct.

Channel to deliver the products

This channel is about the delivery process of the product from the company to customers. Do Da Doodle favors Poslaju Express courier delivery services because they perform a good job and provide excellent customer service. Do Da Doodle, in our opinion, should expand the business with other courier companies for various types of customer services, such as Lalamove and Grab Express to help deliver the products faster to the selected courier directly from the company.

Channel to evaluate after-sales

This channel indicates how customer can give feedback about the product. Do Da Doodle uses Instagram's stories and highlights purposes to assist and received the customer's feedback. Instagram's story feature allows Do Da Doodle to reupload customer's feedback to their own story. Do Da Doodle can use Shopee platform customers to receive feedback from customers through "Rate" features and enable automated thank-you messages to be sent to customers via messaging bots.

Customer Relationship

The goal of the after-sales approach is to build trust and relationships with customers to improve their experience. It is used to keep potential, current, and new customers happy by coordinating knowledge on customers and opportunities so that the company can always build stronger interactions and expand the business more quickly.

Personal

Do Da Doodle maintains customer relationship by engaging with them via social media like WhatsApp, Facebook, and Instagram for seeking and monitoring the feedback from customer. Mr. Amir will keep updated about his product in term of design, price, and variety of products. This platform can allow him to interact with the customer and increase the probability of new customer to buy from his online store. The customer can also give live reaction and comment through the comment segment, and it is beneficial because he can use their feedback and recommendation to improve his products and service. From this platform, he can get closer to his customers and

establish a friendly relationship with them and build the loyalty and trust to continue supporting and purchasing his products.

Besides, Do Da Doodle will also make promotion and sales at certain times. All the customers can have discounts during the promotion day. This can ensure the customer engagement with the shop as the customers are sensitive with the word "sales". Next, they also give special price and discount to his loyal customer. This platform is considered a reward that he gave to his loyal customers. By doing so, they hope that their customers will continue to purchase products from Do Da Doodle.

Revenue Streams

Revenue streams are the various sources through which a company earns money from the sale of products or services. The types of revenue that a business records on its accounts are determined by the activities that the business performs. To make profit, most businesses require at least one effective revenue stream.

Transaction-based Revenue

Do Da Doodle gains most of their profit by selling tote bags to customer. Their prices range between RM 35 and RM 65. Because they only have online stores and no physical stores, they need to charge for delivery. Do Da Doodle will charge for delivery services based on the distance between their supplier's location and the customer's location. In general, the delivery charge was RM 4.

Project Revenue

Customization is also available for Do Da Doodle's tote bags. The fee will vary depending on the complexity of the design requested by the customer. If it is simply adding letters or a name, it is usually free. However, if the customer requests an entirely new design, the fee will increase depending on the design.

Furthermore, Do Da Doodle is frequently invited to set up booths at various events to sell their tote bags. They also frequently collaborate with other freelance designers to share a booth to sell their product.

Key Resources

The majority of resources that are required for the creation and delivery of the products are covered by key resources. Physical, intellectual, human, and financial resources can all be categorised as the main assets of the company.

Tools – Do Da Doodle uses thick and high-quality fabric for the tote bag so that the items brought will always be in good condition. In addition, the inner lining has been sewn for a neater end result and a more premium look.

Intellectual

Skill – The doodle artist is the intellectual resource. Each design printed on the totebag fabric is 100% original design from Mr. Amir himself. The design requires high expertise and skill to get great results.

Human

Experienced doodle artist – Do Da Doodle use a human resource which is Mr. Amir, the doodle artist to design the tote bag's illustration. He is experienced in illustration field, packed with skills, knowledge, and expertise which contribute a lot to his business.

Finance

Do Da Doodle's finances are controlled entirely by the owner because the company is still in its development.

Key Activities

Key Activities are performed by the business for the purpose to obtain profit. Some of the business activities are operations, marketing, production, problem-solving and administration. Key activities can differ amongst business depending on the organization itself

Marketing

Do Da Doodle makes marketing the first step in the key activities to reach the targeted customer because marketing functions begin with identifying the customer's needs and end with satisfying the customer's needs. This activity collects market information, which is then analysed to benefit in the product design and development of Do Da Doodle products.

Receiving Orders & Payment

Do Da Doodle will keep track of orders and any tote bag inquiries via Instagram direct messaging. They will try to assist their customers at their best to gain their trust. This creates a sense of familiarity and grows Do Da Doodle to fully know and understand certain customer's needs. They also use this platform to collect customer payments as well as personal information such as name, phone number, and address.

Design

Do Da Doodle will begin by designing the item based on the customer's specifications. The use of initial resources or ideas from customer is strongly encouraged to create an outcome design that meets the needs of the customer.

Key Partnerships

A company's relationships with its key partners will determine whether it reaches its sales goals or not. The company has partnered with an outside organization that will provide resources to the company activities in order to assure the company's long-term sustainability. Suppliers and partners are the two divisions of the significant partners.

- a) Creative United – Creative United is a printing company that provides printing services for illustrator and designer to print their artwork on T-shirts, tote bags, mouse pad, mugs, pencil case and many more. The illustrator can send their design to the company to print on desire item before will be delivered to the customer. Do Da Doodle is collabrating with Creative United to create finest and high-quality tote bags.

Partners

Poslaju Express – Poslaju With its Next Day Delivery and other services, Pos Laju, the top courier company in Malaysia, connects more than 80% of the populated areas in the nation. Pos Laju has the largest courier service and the broadest network coverage in Malaysia. This can help the delivery process run smoother because this courier is very easy to access and is anywhere in Malaysia to make it easier for customers to receive items faster.

Cost Structure

This final segment defines all the costs and expenses the business would incur while doing its business. It serves as a standard or point of comparison against which the company can decide whether to move forward or not. The cost structure can be divided into two primary categories: value-driven and cost-driven.

Cost-driven

Do Da Doodle utilizes a cost-driven since its target consumers are women and teenagers with limited financial resources. Cost-driven is described as a cost structure that prioritises minimising product costs.

Fixed cost

Transportation Cost – The transportation cost is calculated based on the fact that the company offers Poslaju express courier service for the product shipment. The shipment fee is included in the transportation cost.

Telephone Bills – Do Da Doodle uses telephone bills in order to be able to communicate with the customer through social data by using the internet plans service and to access Instagram platforms that require the use of data for communication with customers.

Variable cost

Utility Bills – The utility bills such as electricity bills and water bills are considered because of the usage of machinery such as a laptop, smart phone and Wi-fi.

4.0 Findings and Discussion

4.1 Major Problems and Solutions

Based on our findings and discussions, Do Da Doodle is currently a small business run by a freelance designer and is still an evolving company with a lot of development opportunities. Despite the fact that the owner was previously an architect, he began working as a freelance designer due to his love of doodling and creativity. Following further research, there are a few issues with his company that can be resolved:

1. Lack of Variety in Design

The tote bags that are offered for sale by Do Da Doodle are stunning, in addition to being of excellent quality. In spite of the fact that they released their first tote bag five years ago, the unfortunate reality is that their web store only offers two collections and a restricted number of options for customers to choose from. As a result of this, I believe it to be a weakness for the company since it will lead to the designs of rivals to be more diversified than those of Do Da Doodle. Consequently, I believe this to be a vulnerability for the company. The solution is:

- **Solution 1**

To address this issue, we believe Do Da Doodle should increase the number of tote bag designs. Furthermore, we believe it is beneficial for Do Da Doodle to release collections with different concepts while still catering to their target audience, which is women. As we can see, Do Da Doodle's two collections are based on floral patterns. However, Do Da Doodle can also experiment with different concepts such as cutesy animal collections and many more. With this, customers have a wide range of options to choose from, which is not limited to floral concepts. **This can also be supported by a study which states that because product variety increases consumers' likelihood of finding a good match with their preferences, research in economics, psychology, and marketing has typically assumed that other things equal (e.g., costs, shelf space), offering more options is better.** (Jonah,2007)

2. Lack of Marketing About the Uniqueness of Product

Competition is a state in which buyers compare themselves to other buyers and sellers compare themselves to other sellers. Do Da Doodle have many competitors as a small business. Competitors will usually offer the same products and services but at a lower price. As a result, when Do Da Doodle offers a higher price, they must compete to entice customers to buy from them. One of Do Da Doodle problems is a lack of marketing about the uniqueness of their products, which are their products have higher quality than regular tote bags. This allows their competitors to outshine them because they sell the same items at a lower price. As a result, buyers have a tendency to choose sellers who offer the lowest price because they are unaware of the uniqueness of Do Da Doodle tote bags.

- **Solution 2**

To further expand the business, we believe that the owner should use every social media platform available to them, such as Facebook, Instagram, and Shopee, to promote the uniqueness of their products. **According to an article, a strong unique selling proposition distinguishes you and also plays an important role in branding your product. A product's success can be guaranteed mostly by its USP.** (What is 'Unique Selling Proposition', 2022)

Based on our interview with the owner of Do Da Doodle, we discovered that the tote bag has two sides, each with a different design. As a result of their uniqueness, they can create content about their innovative two-sided design totebag. Furthermore, it can be very useful and worthwhile because it is as if the customer received two tote bags rather than one, and the customer can choose which side to wear depending on their mood or outfit.

4.2 Advantages and Disadvantages of Solutions

Below are the summary of our solutions and their advantages and disadvantages:

SOLUTIONS	ADVANTAGES	DISADVANTAGES
Increase the number of tote bag designs	Will attract customers as they have a wide range of options to choose from.	As there are more designs, the cost of producing the tote bags will increase.
Promote about the uniqueness of product	The business can reach its targeted customers who are willing to buy their unique features of their product.	There is a risk of getting imitated by other business.
Use other social media such as Facebook and TikTok	The business can reach its targeted customers using the unique features of each social media.	There is a risk of getting negative feedback from customers that will bring a bad name to the business or brand.
Use media sharing a platform such as YouTube	By creating and uploading videos on YouTube, people can get to know more about the items or products of the business such as the process of making the crochet.	The owner needs to market the video by herself by paying for YouTube marketing to promote the videos under certain tags because YouTube is not going to promote the videos on behalf of the business.

Table 5.2.1: Advantages and disadvantages of the solutions.

5.0 Conclusion

Do Da Doodle has been in operation since early 2020 but it has grown so much from when it started. This business has received so many excellent impacts from customers by getting positive feedback from them. Problems and obstacles are part of the challenges in maintaining a business and in adopting a sustainable concept. As we figure out the Business Model Canvas for Do Da Doodle, we were able to visualize the business model and spot business weaknesses. Future business strategies and goals are identified by a strong business model. Additionally, it pinpoints the goods and services that the company and its target customer can be market.


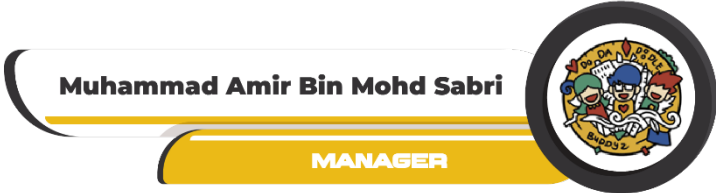

Do Da Doodle can be grown and strengthened further if many people help, and the opening of this business only has one person to manage all business strategies. In this way, it will give Do Da Doodle an unexpected opportunity to grow the business and create more innovations that will benefit consumers. A thorough procedure of operational activities should be adopted in order to maintain a product's quality so that it can satisfy client expectations and requests. Therefore, the quality will remain the same all year long to sustain a sale of goods. In this situation, the sale of low-quality items should be avoided at all costs.

Lastly, we may draw the conclusion that every company, regardless of how it got its start, has the potential to care as long as the owner has a stake in doing so. Do Da Doodle is managed by a man who is very interested in graphic design and has the skill of drawing doodles has proven that when he started his business because he was fond of what he was interested in and saw others wear his own products more inspiring and also proud if buyers appreciate it. Mr. Amir hopes Do Da Doodle will be able to operate for a long time and his business grows rapidly throughout the year.

6.0 References

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7.0 Appendices

	Images
<p>Company's Logo</p> <p><i>Figure 1</i></p>	
<p>Organizational Structure of Do Da Doodle</p> <p><i>Figure 2.0</i></p>	
<p>Tote Bag</p> <p><i>Figure 3.0</i></p>	

Pouch Bag
Figure 3.1



Pencil case
Figure 3.2



<p>Product Descriptions</p> <p>Table 2.3.1</p>	<table border="1"> <thead> <tr> <th>Illustration</th> <th>Product Name</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Refer to Figure 3.0</td> <td>Tote Bag</td> <td>Bloom Series by Do Da Doodle This tote bag has a unique design from Do Da Doodle inspired by patterns from local flowers such as hibiscus, bell flower, paper flower, jasmine flower and kantan flower. This tote bag measures 15 x 15 inches. The flower -inspired design is printed on the front and back of the bag. This bag is suitable to be filled with all your daily accessories such as books, stationery, make-up, telekung, keys, gadgets, and others. The uniqueness of this bag is that it can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker. The straps on the tote bag use solid cotton webbing that is 27 inches wide and has an inner lining for finishing.</td> </tr> <tr> <td>Refer to Figure 3.1</td> <td>Pouch Bag</td> <td>This pouch bag is also inspired by local flowers. The size of this pouch bag is 10 x 7.5 inches. This bag is also suitable for carrying necessities and can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker.</td> </tr> <tr> <td>Refer to Figure 3.2</td> <td>Pencil Case</td> <td>This pencil bag is also inspired by local flowers. The size of this pouch bag is 8 x 4 inches. This bag is also suitable for carrying necessities and can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker.</td> </tr> </tbody> </table>	Illustration	Product Name	Description	Refer to Figure 3.0	Tote Bag	Bloom Series by Do Da Doodle This tote bag has a unique design from Do Da Doodle inspired by patterns from local flowers such as hibiscus, bell flower, paper flower, jasmine flower and kantan flower. This tote bag measures 15 x 15 inches. The flower -inspired design is printed on the front and back of the bag. This bag is suitable to be filled with all your daily accessories such as books, stationery, make-up, telekung, keys, gadgets, and others. The uniqueness of this bag is that it can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker. The straps on the tote bag use solid cotton webbing that is 27 inches wide and has an inner lining for finishing.	Refer to Figure 3.1	Pouch Bag	This pouch bag is also inspired by local flowers. The size of this pouch bag is 10 x 7.5 inches. This bag is also suitable for carrying necessities and can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker.	Refer to Figure 3.2	Pencil Case	This pencil bag is also inspired by local flowers. The size of this pouch bag is 8 x 4 inches. This bag is also suitable for carrying necessities and can be washed without fading effect. Interfacing cotton fabric is also added to the bag fabric to make it thicker.
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Advantages and disadvantages of the solution

Table 5.2.1

SOLUTIONS	ADVANTAGES	DISADVANTAGES
Increase the number of tote bag designs	Will attract customers as they have a wide range of options to choose from.	As there are more designs, the cost of producing the tote bags will increase.
Promote about the uniqueness of product	The business can reach its targeted customers who are willing to buy their unique features of their product.	There is a risk of getting imitated by other business.
Use other social media such as Facebook and TikTok	The business can reach its targeted customers using the unique features of each social media.	There is a risk of getting negative feedback from customers that will bring a bad name to the business or brand.
Use media sharing a platform such as YouTube	By creating and uploading the videos on YouTube, people can get to know more about the items or products of the business such as the process of making the crochet.	The owner needs to market the video by herself by paying for YouTube marketing to promote the videos under certain tags because YouTube is not going to promote the videos on behalf of the business.

Interview Session

