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CASE STUDY - COMPANY ANALYSIS



MIRA BUNDLE

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EXECUTIVE SUMMARY

Mira Bundle is a sole proprietor business that are founded and owned by Nur Amirah Hashim and her husband. Mira Bundle are a business that based at Alor Gajah, Malacca. This bundle business sells a lot of vintages and trendy clothing, pants, branded caps, shoes, bag and more. This business had been operated since 2019. The operations hours of Mira Bundle are 10.30 am until 10 pm daily except for Friday which are their rest day. Mira Bundles' shop is located few km from our university, which make it easier for students to go and visit their shops. Somehow, Mira Bundle also do a live selling at Shopee and Facebook, this idea of doing live and advertising at Facebook does help them to reach their sale a lot, moreover when the pandemic hits.

To get all the information's and details of this bundle shop, we have arrange an interview with the owner of Mira Bundle herself, at the evening of 8 June 2022 at Mira Bundle. We get to know all the details of how this shop start up, how was their sale, what they had face during conducting this business, the product they sell, their marketing strategy, and what the improvement or innovations that this shop seeking in the future to be better and more successful business.

Mira Bundle were built up after a few failures of food business according to the owner, Mrs. Nur Amirah Hashim. She and her husband start this business with an amount budget, and few trusted suppliers of clothing items. They are also flexible to discuss with their customer until reach an understanding if anything happened that they are unsatisfied with. Mira Bundle give few days for the clients that walk in or online customer to return or exchange the item their purchase that may had some defect. Not to mentions, this shop also could be asked for flexible price on any of their item. Mira bundle does mentioned, to extend their business more, to rent a bigger space for their shops as more stock to be keep by them. Mrs. Amirah also planning to take more workers for their shop to be better in many way.

1.0 INTRODUCTIONS

1.1 BACKGROUND OF STUDY

The subjects that we were currently studying are Principles of Entrepreneurships. This subject focuses on basic appreciations as a guideline for the success of business in entrepreneurship. In this subject we learn, and it does teach us how entrepreneurs should focus on their goals and straighten their goals. Entrepreneurs must commit themselves to have a try at a new business and not think of only making money in a short time as a goal. This subject has influenced the entrepreneur mindset about business mindset, launch, growth of the business into more creative and innovative ways. This subject also teaches us how to enjoy the challenge of business, in many aspects.

In this subject we had been given a duty of case study to research and analyze a small business to experience and get knowledge of how the business is being handled, the challenge of the business in getting started, to go on, the budgets and the sales. This case study is given to understand the method of analysis and specific research for the small business to carry out the problems.

In these assignments, we have chosen a small business, sole proprietorship type of business, Mira Bundle. Mira Bundle is a small business that provides and sells vintage or branded clothing, shoes, caps, pants, and bags. This business also had the most affordable prices among the others shops in this area. Mira Bundle has been operating since 2019 which has been 3 years of operations now. This business is owned by Mrs. Nur Amirah and her husband. Their 3 years in this business had ups and downs, which taught them in many ways to face the challenge, moreover when the pandemic hits. We decided to some research and interview Mrs. Nur Amirah at her own shop. We also try to figure out the innovations and solutions to the problems this shop faces.

1.2 PURPOSE OF STUDY

This study of the case had been sort out for the students in purpose of trying to make student understand and help them to see the real-life challenge of entrepreneurships and in decisions making of being in this business. The students now could see the conditions and situations of doing business, how they survive business during pandemic and how the small business handle the challenges. Students were also had being introduced to principles of entrepreneurship. A business canvas model, (BMC) is one of examples of principles that had been show to us, the details of business such as the specialty in services or product that had been launch, their partnerships, the marketing that they used, the process of handling the business and more. This could help the students to see the flow of doing business and could lead them to see the weakness and the strength in doing the business. This would make student understand and could see the flow of the business well.

These assignments would make the students to understand the entrepreneurs to endeavor their business well and find solutions to their challenges in business. The principle of entrepreneur such as how to grow our business well, by finding a good partnership, find an excellent supplier, give their business innovations and solve their problems creatively and always not to fear any challenge given.

Moreover, this study could help student to not easily give up in business. We could work every day with the idea to growth the business in many ways such as new style of marketing and advertising, upgrade the products and more. Also, we can learn to not be scared of investing our money in business, and they should not scare of using a lot of money to start a business as a lots of entrepreneur agree that their modal are not really in a big of amount when they start their business. It is better to for us to take opportunity even it is taking a long time instead of doing nothing. Next, we also can learn that business is not always about making lot of money in small amount of time. We had to be patients and learn regularly about how to make our sales increase such

as launch their product in other online shopping platform such as Shopee or social media like Facebook and Instagram. By doing this case study we could learn a lot of things to help us to manage our future business and develop more skills in business.

2.0 COMPANY INFORMATION

2.1 Background of Company

In the year 2019, Mira Bundle launched its first operation. Mira bundle has been in the market for three years and is still doing well. The name Mira bundle comes from the owner, NurAmirah Hashim, who chose it with her husband and herself. According to the owner, choosing the name of the package rather than having to obtain the sales was difficult. Her husband (Mr. Ibrahim) had the idea and persuaded his wife, Mrs. Amira, to start selling the used shirt. This is because, according to Mr. Ibrahim, the worn shirt is the most important item to sell during the pandemic, and they may sell it on any platform even if there isn't a buyer because the shirt, pants, and hat have no expiration date. Mrs. Amira worked at Tenaga Nasional Berhad (TNB) before entering the business field, and she cultivated an interest in the business from her mother and father's will. Both of Puan Amira's parents own and operate a food stall. Puan Amira regarded her parents as role models and aspired to emulate them in expanding her business. Mrs. Amira and Mr. Hashim began networking by immersing themselves in the bundle community to have a better understanding of how the bundle industry operates. They learned how to locate a provider as well as where to obtain a used cloth and buy it wholesale.

Then they rented a shophouse in Lendu, Alor Gajah Melaka, to begin their voyage. This was their first relocation before they had to spend the majority of their money, which totaled roughly RM 50k, including remodeling and the purchase of all used clothing. They chose Lendu, in the Alor Gajah neighborhood, because it is such a vital site, as everyone in Melaka who wants to get to Alor Gajah must pass through Lendu road, which is where the business was located. It's also a beneficial location

because it's close to UiTM Alor Gajah and can draw students to their shop. This also occurred because they both learned from their previous mistake, in which they both previously engaged in the business of selling food, and the location of their previous operation was insufficiently strategic. They are stronger as a result of their mistakes and have learned to grow even more as a result of them. They employed a variety of venues to attract clients, including face-to-face selling, social media platforms like Facebook and Instagram, and even an online marketplace like Shopee to attract buyers.

2.2 Organizational Structure

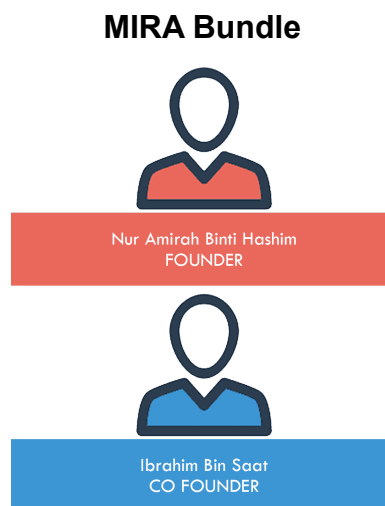


Figure 1: Mira Bundle Organizational Structure

Organizational structure is critical for determining job scope, assigning responsibilities, and keeping the firm in good working order. It's also to clarify work responsibilities, coordinate workflow, and ensure that all tasks are performed. The Mira bundle's organizational structure is depicted in Figure 1. It only has two employees, with the creator and co-founder doing everything themselves because they believe they can handle everything themselves for the time being and don't have the budget to hire workers. The owner mentioned that for the time being, they are fine working with a small group of individuals because their shop is not very large, and because they are both husband and wife, the statement makes more sense.

Mrs. Amirah, the company's creator, and her husband, the company's co-founder, had to undertake all of the work themselves to ensure that the shop remained open as usual. This includes all of the chores students had to complete on their own, such as organizing, cashiering, customer service, and even cleaning the store. Mrs. Amirah is frequently allocated to customer service since she is good at talking to and dealing with customers. Meanwhile, Mr. Ibrahim was the one who set the product price and was tasked with increasing income through internet promotion.

2.3 Products

NO.	USED CLOTH/PANTS/HAT	PRICE PER UNIT (RM)
1.	Shirt that has no brand	RM 5.00 - RM 10.00
2.	Pants that has no brand	RM 5.00 - RM 10.00
3.	Hat that has no brand	RM 5.00 - RM 10.00
4.	Champion brand shirt	RM 50.00 - RM 70.00
5.	Nike brand shirt	RM 25.00 - RM 40.00
6.	Adidas brand shirt	RM 30.00 - RM 45.00
7.	Uniqlo brand shirt	RM 15.00 - RM 25.00
8.	Tommy Hilfiger brand shirt	RM 15.00 - RM 35.00
9.	Ralph Lauren brand shirt	RM 25.00 - RM 40.00
10.	Lacoste brand shirt	RM 30.00 - RM 50.00
11.	Levi's jeans	RM 15.00
12.	Carhartt cargo pants	RM 20.00
13.	Pants that has no brand	RM 5.00 - RM 10.00
14.	Keena kaps hat	RM 50.00 - RM 80.00
15.	NFL hat	RM 25.00 - RM 50.00

16.	Ebbets Field hat	RM 30.00 - RM 40.00
17.	Hats that has no brand	RM 10.00 - RM 15.00

Table 1: List of MIRA Bundle vintage items

The MIRA Bundle vintage item lists are shown in Table 1. The goods on the lists above are the current vintage objects that they will be selling throughout time. The items were chosen based on the preferences of the customers. This means they only sell a limited number of goods that have been sought after by all collectors in Malaysia. Their target clientele consists of collectors of rare vintage and hard-to-find products. This is because some people still enjoy collecting and rocking the old vintage style and some of the goods were manufactured in years that we may not have predicted but are still in excellent condition. Nike and Adidas were the most popular brands that most people purchased from their store since they are still valuable today. MIRA Bundles were usually a gamble because purchasing a bundle of vintage objects from a warehouse was dangerous and they might not obtain the stuff they sought. Also, the owner noted that even if they couldn't get the vintage things out of the bundle, they could sell them online because there are still consumers out there who want them, even if they don't have a brand on them.

2.4 Business Marketing and Operational Strategy

MIRA Bundle adopted the same strategy as most well-known bundles to entice people to buy from them, which is to offer the option to return an item if it has minor problems during the first three days after purchase. This step was taken to ensure that all clients are at ease and that they can trust that their product is the greatest among those on the market, as many people are selling vintage products these days. This act was also intended to put the delight of customers getting their packages first. Not only that, but MIRA Bundle is also somewhat less expensive than another store that sells the same things. This is why MIRA Bundle has been able to withstand the test of time. For

example, if other stores were selling a Nike brand for RM 50.00, MIRA Bundle would take advantage of the opportunity to sell the same brand for only RM 40.00.

They now employed a variety of social media sites, such as Instagram and Facebook, to promote what they were selling. Both social media platforms have distinct responsibilities to play. This means that, according to the owner, each social media site has a different target audience, such as Instagram being used to promote extremely rare and hard-to-find vintage things because it was the only way to grab shoppers' attention on the platform. According to the owner, they conducted research on customers' preferences on both platforms and can confirm that Instagram and Facebook have different target market audiences. Meanwhile, they may sell everything on the site because the target audience on Facebook is of any age, and the people there are the type of people that don't care about the brand as much as they care about the quality and appearance of the antique products sold by MIRA Bundle. They use the "Live" feature on both platforms to market all of the things because they don't have any other employees. Customers on both platforms are friendly, according to the owner, and some of those who join have no intention of purchasing anything and are only there to support and raise the so-called "views." MIRA Bundle also stated that they used the "smile" strategy in every situation, even if it was negative, in order to catch the attention of customers and entice them to buy more.

MIRA Bundle is open from 12 p.m. to 9 p.m. for operational strategy, and they are frequently quite busy late at night because some collectors have just finished their work and want to pay a visit to the MIRA Bundle store. Some people nowadays regard looking for vintage objects as a source of relief and a little respite from their problems. MIRA Bundles also offers a delivery service in the Melaka area, which sets them apart from the competition. They also claimed that a customer from another state, such as Johor, had come to their store for a visit, and that MIRA Bundle generally extended their operating hours simply to let consumers from other states look around. MIRA Bundle does not have to worry about employee salaries because the business is run by the Founder and Co-Founder. As a result, they have been able to grow their vintage items

using all of the proceeds from the sales. Using all these techniques could get them around RM 400.00 to RM 500.00 per day sales said the owner itself.

The owner has indicated that they intend to extend their business by opening additional locations across the country. Both proprietors stated that they hoped to have four stores in the next five years. This is because they have performed admirably since the beginning of their business. This has given them a boost in confidence, and they are hoping that their dream of bringing the MIRA Bundle brand across the country will come true.

2.5 Business Performance and Financial Achievement.

As we all know, Covid-19 began in Malaysia on January 25, 2020, and it has had an impact on all businesses, including MIRA Bundle. Despite having financial difficulty, they were able to solve it by seeking a solution, which led them to the realm of social networking platforms, which saved them from being financially stranded. They began to create their own platform to promote their vintage products, and it slowly grew in popularity, especially since the government had ordered everyone to stay at home and even told them to practice using the internet instead of going to the store to buy something. This is when MIRA Bundle's quest to broaden its knowledge by exposing itself to the world of social media began. MIRA Bundle has risen to prominence as a result of this, and they are now able to pay their living expenses and resume their usual lives.

The Covid-19 accident, according to the owners, has helped them expand even more and gather knowledge that was previously unavailable. During the Movement Control Order (MCO), both owners took advantage of the opportunity to sell everything online and made about RM 1000 per day. Some individuals may believe that Covid-19 is a disaster, but the proprietors claim that it all depends on what they are into. If they were business-minded, they would have taken advantage of possibilities as the two owners did. The owner also admitted that the financial success under Covid-19 was

slightly more than it is now since people didn't know what to do because they couldn't leave their homes, however now they can go anywhere and live a regular life.

3.0 Business Model Canvas (BMC) Company Analysis

Key Partners	Key Activities	Values proposition	Customer Relationships	Customers Segmentation
<ul style="list-style-type: none"> - Supplier - Delivery courier 	<ul style="list-style-type: none"> - Selling bundle product - Do facebook and shopee live session - Delivery services 	<ul style="list-style-type: none"> - lowest price - various selection - refundable 	<ul style="list-style-type: none"> - updated social media - new item every month 	<ul style="list-style-type: none"> - Demographic (income, gender, age) - location (strategic location)
	Key Resources		Channels	
	<ul style="list-style-type: none"> - Human - Financial - Intellectual - Physical 		<ul style="list-style-type: none"> - Instagram - Facebook - Shopee 	
Costs Structure	<ul style="list-style-type: none"> - Utilities bill - Modal stock - Rental 		Revenues Stream	<ul style="list-style-type: none"> - Live session

3.1 Customer Segmentation

Customer segmentation is crucial for guiding businesses toward more effective ways to market and develop new products. Marketing strategies are for better understanding customer needs and preferences to discover new marketing opportunities and control market strategies to meet the needs of specific segments. Market segmentation is the split of a market into different groups of customers who have different needs, characteristics, or behaviors and may require different goods or respond differently to various marketers. (Fonseca, 2011)

MIRA Bundle has used a variety of strategies to efficiently attract its customers. This includes the location, type of items as well as the price. MIRA Bundle employs demographic categories by selecting a strategic location, as an example, operating near UiTM Campus Alor Gajah and their operating hours are effective to which is they operating from lunch hours which is 12 am until 10 pm. Age, gender, income, and other factors influence the target market. Mira bundle's target audience are for unisex and the ranges of age from 18 to 30 years old, based on the customers that visited the bundle. They are usually accompanied by family, friends, and others.

MIRA Bundle is located near to several residential areas and a university. It is a strategic place to attract their target clients, who include local families, students, and corporate workers. The price also became a factor that attract potential customers, because MIRA Bundle offer the lowest price compared to other bundle. During COVID-19 pandemic, MIRA Bundle still gains sales even though there has Movement Restricted Orders (MCO). It were because they gains sales through live session on Facebook and they hold a special place in customer's heart as they offer the lowest price with a good quality of service. It relates with customer loyalty towards the brands.

3.2 Value Proposition

A value proposition is a brief statement that explains why purchasers should select your item over another. This is because they have not well planned on how the idea would function in the market. When it is time to improve an existing product or service offering, or when you are starting from scratch, the Value Proposition Canvas can help. As we interviewed the owner of MIRA Bundle, she mentioned that before this she had experience running different types of businesses, such as selling hijab and her family business, which is food service. Almost all of it does not manage to grab the crowd's attention and identify their value proposition. MIRA Bundle has offered items from top to toe, and they also have branded products, and all of them have the lowest price among other bundles. Many types of clothing are provided in the bundle.

3.3 Channel

MIRA Bundle's value proposition was delivered by reaching its customer segments using Instagram, Shopee, and Facebook Live. This will let the host of live-stream sessions promote their shop and products directly to your shoppers. It is important to know the most suitable path for the company to reach out to customers. This method is very useful for raising client awareness of a company's products and services. According to MIRA Bundle, it appears to be the most efficient in targeting young people and teens by promoting their goods live on online platforms such as Shopee and Facebook. Other than that, Instagram was also helpful in promoting branded items.

3.4 Customer Relationship

Customer relationships are helpful for companies to stay connected to their customers. MIRA Bundle always keeps its followers updated on social media by posting regularly. MIRA Bundle has good customer service and the price is negotiable. It is one of the appeals to the buyer to become a loyal customer. They have new items each month. If they accept complaints from online and offline shoppers related to the

purchased item, it can be refundable within 3 days with a receipt. This strategy can build customer trust, and they will buy with confidence

3.5 Key Resources

The main of key resources in MIRA Bundle is human resource. MIRA bundle service are relying on human capital in order to running the business. Since MIRA bundle are still new in business industry, they only have two workers which is the founder and co-founder who have abilities and soft skills in selling product.

Other than that, MIRA bundle also depend on their financial resources. They will make sure they have an adequate funds for paying their bills, inventories, and workers. By having a strong financial resource, it can prevent MIRA bundle from having many debts.

Moreover, physical is also one of the key resources in MIRA bundle. MIRA bundle has own inventory and equipment to display and organize all the products. Also, they have rent 2 stores building where the place for MIRA bundle operates their business.

3.6 Key Activities

MIRA bundle usually will sell their product on physical and online platforms. They will open the store every day and keep updates about their product on their social media and Shopee account.

To gain more customers, the MIRA bundle will be doing live sessions every day at night on an online platform. They will, most of the time, conduct a live session on their Facebook account. Based on the founder's words, many customers know about their product from Facebook live.

Besides that, the MIRA bundle also delivers for those who order through online platforms. They will pack daily and ensure that customers get their orders on time.

3.7 Key Partner

The first key partner of the MIRA bundle is the supplier from two different warehouses located at Klang and Kelantan, respectively. They will keep on updating their suppliers and the stock of products at these two warehouses. Having two suppliers is essential for the MIRA Bundle to gain more variety of their products.

The second key partner is delivery services from DHL. Since MIRA bundle provides delivery service, they need a key partner from the delivery company to ensure their product can reach all around Malaysia.

3.8 Costs Structure

Most of MIRA Bundle's cost structure is for stock supply costs. The cost is also needed to cover the losses if the sale on that day decreases. Besides that, 15% of the cost is for the utility bill. To keep business and sustain in the market, they need to pay utility bills and wi-fi bills to do their live session and run the business. Another 30% is for the cost of the rental building of the MIRA bundle. Since they did not have many workers, the remaining from paying suppliers, utilities, and rental will be the profit from the sale

3.9 Revenue Stream

MIRA bundle's primary revenue stream is selling bundle products through physical and online platforms. They also make revenue with delivery couriers since they have provided delivery services for Semenanjung Malaysia, Sabah and Sarawak. Lastly is for rental space, which they have provided two sections. First section on the first floor of the building is for males, while the second section on the second floor is for females and kids products.

4.0 FINDINGS & DISCUSSION

4.1 Findings

The goal of the discussion is to interpret and convey the relevance of our findings in light of what was previously known about the research problem under investigation, as well as to explain any new understanding or insights gained after considering the findings. We are all aware that growing a business is complicated. Every company, no matter how superior they are, will always be dealing with some major new challenge or other. Even runaway success brings with it new complications. Whatever the business problem is, it has an impact on the rest of the company. The most crucial thing that they should do is to confront and resolve the problems faced. In particular, Mira Bundle also experienced some drawbacks throughout the year which are lack of employees, problem in marketing their online method business, and they needed to deal with suppliers who increased price

Discussion 1 - Lack of Employees.

Based on the interview we had with the founder of Mira Bundle, Pn Nuramira Hashim and research we have been doing regarding Mira Bundle performance through their store and social media, we discover a few issues have arisen in Mira Bundle from early on in their business until now. According to Pn Nuramira, the most issues that arose in Mira Bundle were **lack of employees**. As a bundle entrepreneur who owns a store, Mrs. Amira definitely has to do a lot of work at one time. Even with her husband's presence, Mrs. Amira admits that they don't have enough hands to do all the work together as they have to manage this bundle shop and their child at the same time. This is because, bundle items that come from the supplier once a month are in large quantities which is called as tokol or guni. Work such as opening each sack from the factory to select good items and in the best condition of their quality, the work of washing the clothes in the laundry, then sorting the selected items in the shop, all this work was done by Mrs. Amira and her own husband. So, to help her lighten her load at the store, Mrs. Amira definitely needs more employees.

SOLUTION

Mira Bundle really needs to hire employees to lighten its load at the store. Employees in the age range of 18-25 years are definitely strongly encouraged to take Mira Bundle as an employee. This is because young workers are very fit, smart and high energy. They can do heavy work, and do a lot of work at one time. To find employees, Mira Bundle can create job vacancies on Mira Bundle social media so that people know that they are looking for employees. This is because social media is a very easy platform to spread news or information in a short time. Now, everything is just at your fingertips. Apart from that, Mira Bundle may also be able to post job vacancies in her shop on the social media of UiTM Alor Gajah students. This can also help for UiTM students there who want to work part-time to earn pocket money. In the job search ads in the Mira Bundle, they can state their important information such as age, gender of the worker sought, monthly basic salary, and a little about their job scope there. They can also encourage teenagers who have a bundle spirit or have knowledge in the field of bundles and vintage to help them further promote the vintage items sold in the Mira Bundle. With the increase in employees there, Mrs. Amirah and her husband no longer have to worry about side jobs such as washing clothes, breaking sacks, choosing vintage items that are still in good condition and so on. Although Mira Bundle had to spend money to pay the salaries of their employees in addition to having to pay shop rent, this would definitely ease the burden of Mrs. Amirah and her husband at the shop.

Discussion 2 - Problem In Marketing Their Online Method Business.

Therefore, Mira Bundle has a **problem in marketing their online method business**. As we all know that she already created a Facebook page and Shopee to promote and market their service through an online method. Weakness of advertising and poor copywriting are also contributing to this happening. The pictures of the bundle items taken are very basic and unattractive. This is certainly not able to attract the attention of customers, especially collectors of vintage items to buy at Mira Bundle. The

thing is, every time Mrs Amira posts pictures of her bundled items like clothes, pants, hats, shoes, they definitely don't receive any response from their customers. In fact, the number of customers who like the post is so small that sometimes, they do not get a like mark on their post. This will definitely disrupt the Mira Bundle business sooner or later because they cannot know the feedback from customers. From that problem, Puan Amira found it difficult to know the interest of customers. She also faces the difficulty to gain review of her business which is she wants to know the improvement that she needs to do and any recommendation.

SOLUTION

As we all know, advertising aids in raising consumer awareness of a new product, allowing them to come in and test it. After reaching a mature age, advertising aids in the creation of goodwill for the company and the acquisition of client loyalty. In addition, the advertising and promotion of attractive, and beautiful products not only showcase their products of high quality vintage goods but it must also succeed in attracting many customers, especially collectors of rare vintage and hard-to-find products. Mira Bundle can improve the way their items are taken so that their items look more attractive. They can use more interesting fonts, and use plain background as their main background for their product photoshoot. Therefore, the use of the same background and font makes the Mira Bundle Facebook page neater and more in line with each other. They need to know who their target audience is so that the pictures taken are in line with the concept to be highlighted. By knowing many customers, especially customers who are collectors of rare vintage and hard-to-find products, it can build a relationship between them and their business too, extending the customer's lifestyle beyond only a couple of purchases so that it can attract them to come to their stores and keep on purchasing their sales.

Discussion 3 - They Needed to Deal With Suppliers Who Increased Price.

Lastly, the issue Mira Bundle had was they needed to **deal with suppliers who increased price**. It was because Malaysia's inflation rate has risen by 2.2 per cent in 2022 compared to 2021. Regardless of the inflation, most of the suppliers have increased their prices to decrease the demand and adjust their business costs. Therefore, the supplier also had to increase the price of this bundle sack. Therefore, Mira Bundle is also facing the same pressure where they needed to deal with suppliers who increased prices. However, for the latest situation where the suppliers increase the prices than before, Mira Bundle did not raise their price yet because if they increase their prices they might lose their customers, so they keep with the current prices and try to cut some cost by finding other suppliers.

SOLUTION

In Malaysia, we have inflation, which forces providers to reduce demand by raising prices on all of their items. Mira Bundle can try to negotiate with the suppliers to solve this problem. The manner Mira Bundle negotiates with their supplier in reaction to a price rise is critical in this section. Mira Bundle can try to work out a deal with the suppliers that benefits both parties. First and foremost, because both parties are under the same inflationary strain, Mira Bundle may hear the suppliers vent and show empathy to them in the early stages of the negotiation. Regardless, if negotiations fail, Mira Bundle will step in and may try to figure out their financial situation. They may need to cancel some memberships or office supplies that are no longer needed. The benefit of negotiating with suppliers is that Mira Bundle may be able to obtain a discount from their suppliers as a result of the successful development of their connection as a business partner. Perhaps the suppliers might provide Mira Bundle with certain incentives, such as free shipping, to help Mira Bundle cut costs. In this case, it may appear to be a minor gesture, but it has a significant influence because the cost of delivery is also high, as a result of the rising price of oil. As a result, if Mira Bundle is responsible for shipping and product charges, the costs will be higher. Despite this,

smart negotiating can help you develop a positive connection with suppliers that will benefit you in the long run.

CONCLUSION

Every business, like Mrs. Amira and Mr. Ibrahim, the owners of MIRA Bundle, has multiple revenue streams. They don't give up and seize every chance that comes their way, and they constantly look for ways to better their shops every day. It is recommended, however, that they hire one or two staff to help them structure the shop and make it look more professional so that they may develop in the business world or even have time to research what other companies are doing to make their brands or shops stand out. It is also recommended that they continue to focus on being more creative by hiring a well-known influencer to market their bundle store or even donning the brand that they sell to maintain the store more intriguing than before. MIRA Bundle has a better chance of attracting students to its stores and developing an appealing packaging design when customers purchase their products because today's students choose simple and appealing packaging.

Finally, the Business Model Canvas (BMC) can assist MIRA Bundle in enhancing its demands in order to improve any business plan. BMC could serve as a central repository of knowledge to which each department can provide input from their own disciplines. The BMC tools aided the company in properly organizing their plan, allowing them to grow and succeed. Mr. Ibrahim might use BMC to help his firm become more efficient, and it will also assist him in thinking beyond the product in terms of how to obtain resources and fulfill his target customer satisfaction. Finally, Mrs. Amira could earn a bigger profit and realize her dream of expanding her business across the country with her husband.

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APPENDICE

APPENDIX 1: INTERVIEW SESSION WITH FOUNDER MIRA BUNDLE

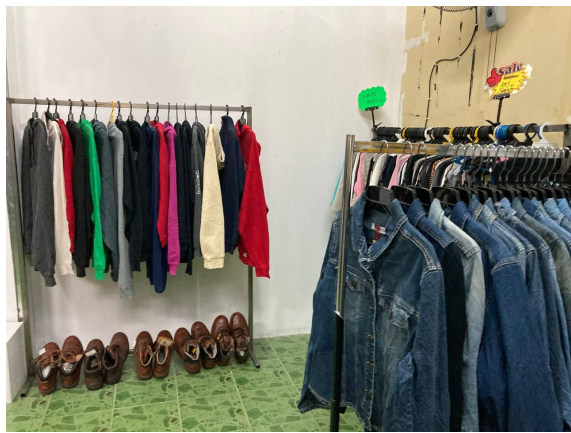


APPENDIX 2: MIRA BUNDLE LOCATION



APPENDIX 3: MIRA BUNDLE PRODUCT







APPENDIX 4: BUSINESS ONLINE PLATFORM

facebook.com/baranganbundlemelakamurah/

facebook

Email or phone Password Log In Forgotten account?




 **Mira Bundle**
@baranganbundlemelakamurah · Product/Service WhatsApp


Home Reviews Photos Groups More

shopee.com.my/mahligai_ha_famili_network

Seller Centre Download Follow us on Notifications Help English Sign Up Login

 Search in this shop In This Shop

Dress Blouse Kasut Perempuan Baju Kurung Blouse Women Tote Bag Abaya iPhone 11



Mira_Bundle
Active 29 hours ago

+ FOLLOW CHAT

Products: 43

Following: 88

Chat Performance: 83% (Within Hours)


Followers: 260

Rating: 5.0 (32 Rating)

Joined: 19 Months Ago

Home All Products New Arrival

ABOUT SHOP



Kami menjual pakaian baharu dan bundle secara runcit dan borong. Info lanjut boleh layari facebook page kami
<https://www.facebook.com/baranganbundlemelakamurah/>