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UNIVERSITI TEKNOLOGI MARA

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FACULTY OF HOTEL AND TOURISM MANAGEMENT
BACHELOR OF SC. (HONS.) FOOD SERVICE MANAGEMENT

ENT 530
PRINCIPLES OF ENTREPRENEURSHIP



CASE STUDY: "WARDENSMY SPORT"

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EXECUTIVE SUMMARY

Wardensmy Sport is the online business that offers high quality of sports equipment with affordable price. The services that they provide at their shop are printing service and free shipping for the items that their customers had order from their shop. This company was founded by Muhammad Izzad Bin Mohd Noor Kamil in July 2019. At first, he starts the business since he was in secondary school without realizing that he actually already starting a business. Actually, that time he was 13 years old. He setup a full set jersey for his sports team. He also made his first profit about rm2+++. Then when he starts entered Diploma, he had been asked by his lecturer to form a business for his subject called Entrepreneurship. So, his business journey was officially started when he entered his diploma study.

Wardensmy promote their products by using social media such as Facebook and Instagram as their main platform. They also have their own website for their customers that doesn't have social media. This is because their target audience is teenagers and adults. Most of the teenagers and adults nowadays have an account for each of the social medias and it will ease them to promote their products and gain more customers.

The owner of Wardensmy Sport started or gain idea to run a business when he scrolling the Instagram. At the moment, he saw that many people are using Anti-slip Socks while exercise. So, he found out what is Anti-slip Socks. Then, he started to find out supplier for his company. He started his business with Rm0. How can He start his business with no money? Then he started to use pre-order system because he will not have to worried with any losses because customer will pay first to book for a product. So, he takes an order that reached 100 pairs of socks. He started with using mobile phone to promote his product to the social media. Day by day, his business starting to grow because the demand he gets was really good. Thus, it totally cost Rm0 for whoever want to start a business not necessary need money for RM5k to start a business. What actually they need is action not the fund. Without any action we can't get anything but with an action we can earn a lot of money.

Nowadays, each business will face a lot of challenges and problems. There are several problems that Wardensmy Sport faced to retain their customers. As for example, there are many competitors that sells the same products as Wardensmy Sport with cheaper price. The company had to improve their business in order to compete with other competitors.



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1.0 INTRODUCTION

1.1 Background of the Study

Principle of Entrepreneurship (ENT530) is one of the elective subjects that need to be taken by UiTM students who continue their study in Bachelor level. This course will give students with entrepreneurship skills and knowledge in order to help them understand customer's insight, market needs and recognize business opportunities. This includes creating ideas, networking skills, developing and implementing a business plan.

As per this course, students are needed to meet any entrepreneur to acquire data and to recognize some issue that the entrepreneur confronted. Then, at that point student are needed to give solutions to overcome the problem occurs. Other than that, this course will help student realize better on the best way to run and work any business. This study additionally gives many benefits for students because it teaches people to conceptualize and break new ground to take care of any issues in future.

In this assignment, we need to direct an online interview with our mutual friends that run a small business by selling merchandise. His business was named Wardensmy, we gain a lot of information about His business and what kind of problem that he faced since he started his business.

The benefits of studying entrepreneurship as a students and learners from different social and economic background because it trains individuals to develop special abilities and break the new ground. Then, it sets out freedom, imparts certainty, guarantees social equity and animates the economy. Entrepreneurship education also likewise gives building entrepreneurs visionaries the abilities and information to think of business thoughts and foster their own endeavours. And what's more this incorporate assisting them with finding out about core business areas such as sales, marketing, finance, management and accounting. More extensive going, abilities such as flexibility, powerful correspondence and certainty.

1.2 Purpose of the Study

This investigation was led to open the understudies to the issues that may happen in a business and how to deal with them well. By doing this investigation case, we can get a few thoughts on how we can work on our business in future. This will profit us as an understudy since we need to think fundamentally on the most proficient method to work on our business as far as activity, deals just as marketing.

First thing first for a case study is by telling a story. They represent how your item or administration can be utilized. without them you're left with clarifying what you do and why it's gainful to clients. yet, there are just so numerous ways you can depict yourself. Rather than recounting a story its likewise rejuvenates your item. It's an image that merits 1,000 words giving a representation of what you don't only a clarification. Stories are likewise known to be extraordinary compared to other approaches to initiate individuals' cerebrums and to get them to recollect what you're saying. In the event that you end up at a misfortune for getting the clarification of how you deal with stick take a stab at recounting a story.

Case Study also focus on the customer's perspective. Rather than speaking more about yourself, you centre around how client utilized your item. you will depict the cycle and the consequences of carrying out your item according to the client's point of view. a great deal of organizations tragically talks about themselves to an extreme, particularly on their sites. Case Study are an extraordinary method to remove the consideration from yourself and to zero in on the experience of one of your clients. future possibilities will respond well to this since they'll need to get similar outcomes as the contextual investigation model.

We live in a world in which what's to come is unsure, so we need abilities that will permit us to make our own specific manner. We can't foresee the work market and economy that we will enter. Consequently, we truly can't anticipate what content we should be fruitful after we live UiTM. It prepares us to search out critical thinking openings, feel for other people, think imaginatively, face challenges, acknowledge disappointment as a feature of the development interaction and like the connection between persistent effort and achievement. Hence, this investigation is significant for us to know what sort of abilities we should be had to be a business person. That is the reason we need to take in this from a genuine business visionary.

2.0 COMPANY INFORMATION

2.1 Background of the Company

Wardensmy Sport is a Merchandising that established on July 2019 until now, when he was 19 years old. It is located at No 36, Jalan Marmar 3 Taman Melewar 68100 Kuala Lumpur. The form of business is Sole Proprietorship. Wardensmy also created an Instagram account for their customers from different states to be sold and delivered.

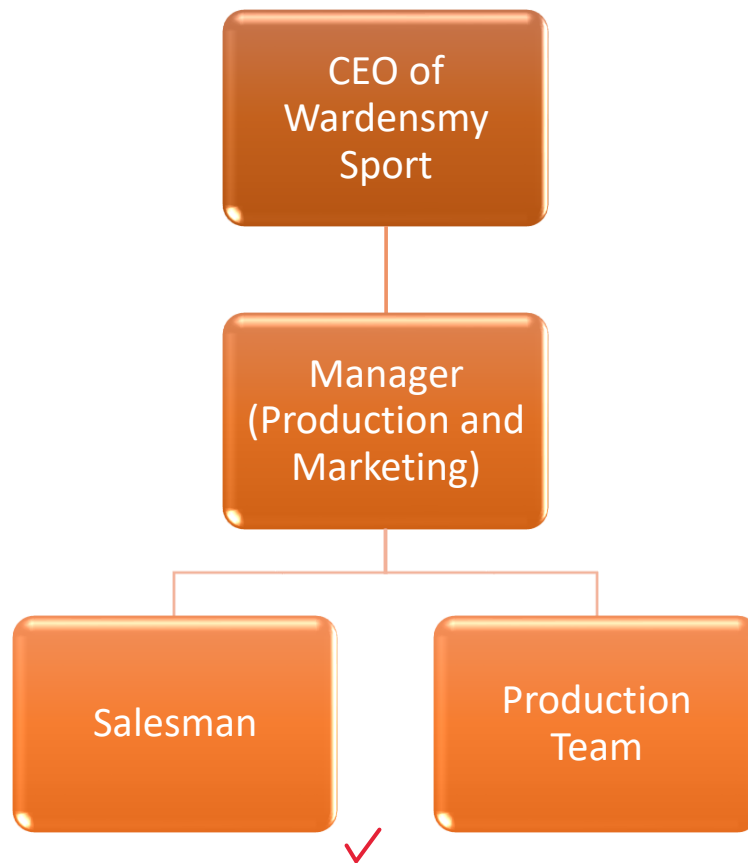
Wardensmy Sport business is kindly more to merchandising which is buy and sell. The main business of this company is Selling Sport Equipment such as tracksuit, three quarter, short pants, anti-slip socks, Kinesio tape and also sublimation jersey or known as custom made jersey. This company purchases goods at wholesale prices and sells them at retail prices. They are also a “companies that buying and selling”. They also had a profit from pricing the goods at premiums that are more expensive than they buy. Usually merchandising company buys and sells a product without changing its shape. As for example, market, foodstuffs, hardware, clothing and accessories, household electronics, home décor, apparatus shops, pharmacy stores and etc. Included are both distributed and distributed business.

The concept of the company is manufacturing which is transform raw materials into a new product. Contrary to a merchandising company, a production company buys goods in order to produce a new product from them as raw material. Therefore, the goods were purchased and were transformed. In the production chain, a manufacturing company blends raw materials, work and overhead expense. The manufactured products are then sold to the consumers with affordable prices. As for example, fabric mills and textile production from cotton, wool, polyester and also clothing factories that use textile as raw material.

The company goal is to introduce varieties of sports wear with affordable price and comfortable sports wear for their customer. Wardensmy Sport is a must visit place for a person who play sports for getting a comfortable sportswear.

2.2 Organizational Structure

An organizational structure defines how activities such as task designation, coordination and oversight are coordinated toward the accomplishment of hierarchical points. Organizational Structure affects organizational action that gives the establishment on which standard working strategies and schedules rest. It figures out which people will take part in which dynamic cycles and accordingly how much their perspectives shape the association's activities. Organizational Structure can likewise be considered as the review glass or point of view through which people see their association and its current circumstance.



2.3 Products and Services





BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama


WARDENSMY SPORT
NO. PENDAFTARAN:

telah didaftarkan dari hari ini sehingga **18 OGOS 2020** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **19 OGOS 2019**.

Alhamdulillah
Achievement
unlocked ✓


DATO' ZAHRAH ABD WAHAB FENNER
Pendaftar Perniagaan
Semenanjung Malaysia



2.4 Business, Marketing and Operational Strategy

The business of Wardensmy Sport is a merchandising company which buys and sells a product without changing its shape. They sell varieties of product and varieties of services that offered as for example, Anti-Slip Socks, Kinesio Tape, Sport Tight, Three Quarter, Tracksuit, Short Pants, Designing t-shirt/Sticker, Sublimate/Custom Jersey.

The marketing strategy of this company is a brand policy refers to a company's overarching game plan for reaching and making buyers with its goods or service for potential clients. A marketing approach includes the value proposition of the firm, core brand messages, demographic details for potential customers and other components at a high level. The 5P marketing components (product, price, promotion, place and persons) are a core marketing component used for strategic positioning of the company. The 5P Marketing Compounds, also known as the marketing blend are factors that managers and owner influence in their target area for consumers bring value to their company and help to distinguish businesses from competitive companies.

- Product 

Product refers to a company's goods and services. Decisions on the product include feature, packaging, appearance, guarantee, consistency, etc. The characteristics, drawbacks and benefits of purchasing products or services must be understood by customers. Remember the core characteristics, advantages, and desires of the consumers when thinking about a product.

First of all, I will test the functionality of the product to make sure that customer is satisfied with my product such as Anti Slip Socks function to prevent from slippery because it has technology that useful bottom of the socks. Meanwhile for the I choose the Kinesio tape to help the athletes for recover from their injuries. It will help to support the muscles what was injured. It was suitable to my business purpose with related to the sport field.

I will make sure that product sold will passed process R&D first because to ensure the quality of product. It will avoid from the customer received uncareful product because of torn or the quality of stiches.

Next, I would make an offer for warranty or guarantee for the customer to receive their item in a goods condition. If the item received were broke, I would make a refund or return for a new one. It helps to get a good impression from the customer because the buyer was responsible towards the product or item that they sold.

Last but not least for the packaging, I would ensure the packaging were in good safety precaution to avoid any broken product such as when we ship the product, we have to seal the product so in order to make sure the item will be received by customer from being

stolen, we will snap the picture and give to the customer as a proof that the packaging is safe enough to deliver to the customer.

- Pricing

Price is the pricing policy and how it can impact consumers for goods and services. Price choices not only require sale prices, but also incentives, payment plans and credit terms as well as any offered pricing facilities. It is necessary to understand the role of the company on the current market when deciding a price strategy. The selling price should match that for instance, when the company is being announced as a high-quality mechanical equipment company. In my business, for the business I will make sure the price is affordable and reasonable for the customer. It is because my product was useful to any athletes from all category so the price must be affordable especially to the students. I also offer discount to regular customer in order to get the loyalty from them. We also will make sure the price is matching the products. ✓

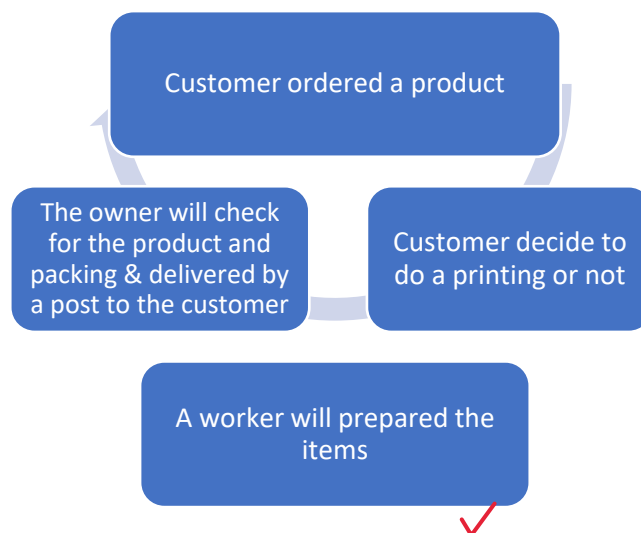
- Place

The place refers to the place of viewing, making, selling or distributing the company product/service. Basically, choices on locations are linked to sales platforms and how the goods will be delivered to target core clients. It is important to understand how open the product or service is and how quickly you can find buyers. The product or service must be available at the correct location and in the right amount to the consumers at the appropriate time. For instance, a company may choose to deliver its goods through an e-commerce platform, a retail company or a third-party dealer. ✓

- Promotion

Promotion refers to actions that enhance market awareness. It covers sponsorships, ads and events in public relations. As the costs of promotion can be considerable, a break-even review can be carried out in decision-making on promotion. It is necessary to consider a customer's importance and whether promotions are worth taking.

Last but not least is Operational Strategy is really important to ensure that the process of their business of production runs efficiently and smoothly.



2.5 Financial Achievement

Year	Achievement
2019	Earn RM 1000 sales profit for the first three months after opening.
2019	Earn RM 10 000 total sales in a year which is the first year.
2020 - 2021	Earn an additional profit worth enough to support family members and also able to help friends, for those that have financial problems.



good

3.0 COMPANY ANALYSIS

3.1 SWOT Analysis

<p style="text-align: center;"><u>Strength</u></p> <p>Price of the product very affordable and low. ✓</p> <p>For your information, Wardensmy sold sublimation t-shirt and some of sport needs. As you know sublimation t-shirt normally high in price because the material very comfortable for doing sport. For the market price, for one sublimation t-shirt will cost RM 70.00 and plus but Wardensmy sold at RM 55.00 to RM 65.00 for one sublimation t-shirt. It is very cheap and convenient.</p>	<p style="text-align: center;"><u>Weaknesses</u></p> <p>There are not many options for the market that they are targeting. ✓</p> <p>Wardensmy usually target college student who doing sport because their limitation to promote their product and mostly college students love to seek inexpensive items. They just promote their product by using social media. As you can see many larger brand companies use many initiatives to promote their brand such as commercial and many more.</p>
<p style="text-align: center;"><u>Opportunities</u></p> <p>Sponsor a sport team in order to promote business ✓</p> <p>For your information, Wardensmy have sponsor a famous and strong volleyball team in Selangor. As you can see with this method, they can promote their product better because in this sport industry many people seek for the best and comfortable branding for them to use.</p>	<p style="text-align: center;"><u>Threats</u></p> <p>High competition of the product selling ✓</p> <p>With the good material of sublimation t-shirt, there are many competitors also produce the similar product. As you can see, now days many people love to wear sublimation t-shirt because it is very comfortable. With these opportunities, many people will start the t-shirt sublimation business.</p> <p>Not only that, there are many famous global stores that sell sublimation t-shirt, you can see that by watching sport tournament and online game tournament. Larger brand usually sponsors a full team sublimation t-shirt and with this aid many people will attracted.</p>

4.0 FINDING AND DISCUSSIONS

The purpose of the discussion is to decipher and depict the meaning of your discoveries considering what was at that point thought about the exploration issue being researched and to clarify any new arrangement or experiences about the issue after you've thought about the discoveries. The conversation will consistently associate with the presentation via the exploration questions or speculations you presented and the writing you investigated however it doesn't just rehash or improve the presentation. The conversation ought to consistently clarify how your investigation has moved the pursuer's comprehension of the examination issue forward from where you left them toward the finish of the presentation. For this situation we have dissected what is the principal issue in this company of Wardensmy Sport. In a research that we do, we found the main reason of the problem in Wardensmy Sport. The problem is:

- There are not many options for ~~the~~ market that they are targeting.

This problem is because Wardensmy usually target college student who doing sport because their limitation to promote their product and mostly college students love to seek inexpensive items. This is related to the Marketing which are to the marketing operation, to the marketing strategy and etc. They just promote their product by using social media. As you can see many larger brand companies use many initiatives to promote their brand such as commercial and many more. To overcome this problem, Wardensmy Sport needs to telecommunicate to promote their own brands to be known in our worldwide. They need a strategy to beat the other companies and make different from the other companies to attract the customers. The company also need to recognize where they have their own potential competition is a key factor in determining the strongest markets for business solutions in term of direct competitor. For indirect competitor is by outlining all the potentials ways the customers' need can be met so Wardensmy Sport can generate an advantage for their products and they also need to highlight the business different to meet its speciality to avoid replacement competitor.

5.0 CONCLUSION

As a conclusion, this assignment exceptionally useful for students to further develop their insight adjoin business instruction gives information and abilities to understudies to concoct business thoughts and foster their own endeavours. This course likewise helps students the business the board like how to further develop deals, give tips in marketing and how to further develop relational abilities.

Based on my findings, I have discovered that any entrepreneur should have an imaginative intuition ability to ensure their business run as expected. it is on the grounds that there have a ton of issues that entrepreneur will face like absence of capital, contest from other organization and clients conduct. Thus, assuming we need to have our own business, we should prepare to deal with these issues in a decent manner with great arrangements. ✓

6.0 REFERENCES

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7.0 APPENDICES

