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UNIVERSITI  
TEKNOLOGI  
MARA

91



## CASE STUDY: COMPANY ANALYSIS EE TOYS & KIDS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

FACULTY & PROGRAMME:

FACULTY HOTEL & TOURISM MANAGEMENT, HOTEL MANAGEMENT (HM240)

SEMESTER: 4

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## ACKNOWLEDGEMENT

Assalamualaikum.

For the subject Principles of Entrepreneurship ENT530, HM2404B students were instructed to form one group with five members as a group assignment for the Written Report Case Study which needs to be submitted in week 11. Each group needs to choose one small or micro business in any industry and conduct an online interview. We are instructed to collect as much information as possible about the companies such as company background, product, marketing techniques and business performance. The group needs to analyze the companies using SWOT analysis and identify the problem faced by the business and need to propose relevant solution to enhance business performance. Students needs to write a final report using the given format.

Our group has chosen EE Toys & Kids as our micro business to meet the needs of Case Study. EE Toys & Kids is a company that sells toys and has two branches in Kuala Lumpur.

In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. We would like to show our gratitude to Dr Nor Zawani Mamat@Ibrahim, Lecturer of Universiti Teknologi Mara (UiTM) Puncak Alam, Selangor for giving us a good guideline for assignment throughout numerous consultations. We would also like to expand our deepest gratitude to all those who have directly and indirectly guided us in writing this assignment.

Many people, especially our classmates and team members itself, have made valuable comment suggestions on this case study which gave us inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment.

## EXECUTIVE SUMMARY

EE Toys & Kids is a toy selling company with two branches in Kuala Lumpur. EE Toys & Kids is owned by Mrs Margaret Wong and Mr Edward Looi who are a married couple. EE Toys & Kids is located in a strategic area, which is Aeon AU2 Setiawangsa and AeonBig Wangsa Maju Kuala Lumpur, respectively.

Based on studies and interviews that have been conducted to meet the requirements of the case study, we managed to identify and collect SWOT analysis of EE Toys and Kids. In terms of strength, EE Toys & Kids sells toys at a lower price while maintaining high quality when compared to its competitors. EE Toys & Kids also provides a wide range of options for various types of toys and always keeps up with the current situation based on children's interests. Furthermore, EE Toys & Kids has a friendly and welcoming staff that can assist customers and make recommendations on appropriate toys for children based on their age.

The weakness of EE Toys & Kids' SWOT analysis is a long working time without a shift that is for 12 hours. It has an impact on employees, causing them to become less efficient and effective. Furthermore, EE Toys & Kids lacks manpower, with only two female employees working in each store. In terms of store management, this has drawbacks.

In terms of opportunities, the SWOT analysis of EE Toys & Kids is in terms of government assistance provided during the Movement Control Order (MCO), which to some extent can help reduce the company's financial problems. Furthermore, good relationships with suppliers aid in the growth of the company.

Subsequently, EE Toys & Kids' SWOT analysis in terms of threat is a competitor. EE Toys & Kids, a competitor, recently opened a new branch in the same mall and close to EE Toys & Kids. If nothing is done, this will have an impact on EE Toys & Kids' profits. Furthermore, the current trend of children preferring to play with gadgets is influencing market demand for toys.

Apart from the SWOT analysis, several major issues confronting EE Toys & Kids have been identified, including Pandemic Covid-19, which affects the economic sector, including EE Toys & Kids. Following that are intense competition, a lack of employees, and trends in children's gadget use.

Based on the major problems that have been identified, it is important for EE Toys & Kids to find efficient and effective solutions to ensure that the problems do not negatively impact the

business in the future. To assist EE Toys & Kids in dealing with a major problem. We have made some suggestions, including improving branding strategies by identifying their own target market, because when this company focuses on having a clearly defined target market, the company's growth will be faster.

Furthermore, digital marketing by using social media platform to improve their marketing strategies, encourage your customers to leave reviews about your product and service, training program such as technical skill development and quality training, make company more enticing and turn digitalization on advance.

In conclusion, in addition to the Covid-19 Pandemic, it is important to conduct a SWOT analysis to understand a business's position, as each component in the economic sector plays an important role in ensuring a business's viability. Despite the fact that the Covid-19 Pandemic has had a significant impact on the economy of not only Malaysia, but the entire world. However, as entrepreneurs, we must view this challenge as an opportunity to ensure that our company thrives in the future.

GOOD

## **BACKGROUND OF STUDY**

Strengths, weaknesses, opportunities, and threats (SWOT) is an analysis that is used to evaluate what the other company has that the company does not have and it can help the company to develop a full awareness of all the factors that involve in making a decision in business. It is a technique for assessing the performance, competition, risk, and potential of a business, as well as part of a business such as a product line or division, an industry, or other entity. SWOT analysis needs to be performed before the company commits to any action, reshuffle the company policies, considering the opportunities either plan or altering a plan.

SWOT analysis is also designed to facilitate the reality based on fact, the data that is based on strengths and weaknesses of a company and the initiative. Not only the businesses that use the SWOT analysis. It is now often used by other non-business organizations such as government organizations, nonprofit organizations and also individuals.

## **PURPOSE OF THE STUDY**

The purpose of this qualitative study is to discover the strength, weakness, opportunity and threat (SWOT) of a micro business company which is Toys & Kids company. Furthermore, this case study is made to identify the problems faced by the company and also propose a relevant solution to the company to make the business sustain and do better in their business performance. The data is collected by an interview session between students and the owner of Toys & Kids company.

## COMPANY BACKGROUND

The history of the establishment of EE Toys & Kids began when Margaret Wong who is also the owner of EE Toys & Kids had a son who was suspected of having Autism. Margaret Wong who at the time worked as an accountant spent a lot of money to do her son's therapy. Margaret Wong bought various education toys, motor skills toys for her child's therapy. After various therapies were done and various doctors were consulted, her son did not suffer from Autism and only experienced slowness in speaking due to a curled tongue problem. Since then, Margaret Wong started a toy business, especially education toys to help parents with children with Autism or Down Syndrome. This is because Margaret Wong is aware, the cost of therapy for these special children is not cheap. The main purpose of the establishment of EE Toys & Kids is to help parents who have special children.

Why does the store name have EE? What does EE mean? EE Toys & Kids was named after Margaret Wong and Edward Looi's two children, Elson and Elly.

EE Toys & Kids is a company that focuses on selling various toys and hobby items. The company is run by Margaret Wong and Edward Looi as the owners of the company. EE Toys & Kids has two branches in Kuala Lumpur, namely AEON Big Wangsa Maju and Aeon AU2. Each branch has two employees. What makes EE Toys & Kids different from other toy stores is that EE Toys & Kids offers toys and hobby items at much cheaper prices and quality. EE Toys & Kids also offers a free gift wrapping service for all toys purchased at EE Toys & Kids.

EE Toys & Kids has been in operation for almost 10 years. The toy business started with sales at a small kiosk at Aeon AU2. With encouraging profits, EE Toys & Kids managed to have its own store. Now, EE Toys & Kids plans to expand their business by getting suppliers directly from China and Japan in order to offer a variety of more toys at much cheaper prices.

# ORGANIZATIONAL STRUCTURE



According to the research, EE Toys & Kids is a partnership between Mrs Margaret Wong and Mr Edward Looi, a married couple. Mrs Margaret Wong responsible for overseeing operations at EE Toys & Kids AeonBig Wangsa Maju in Kuala Lumpur. Meanwhile, Mr Edward Looi was in charge of operations at EE Toys & Kids Aeon AU2, Setiawangsa, Kuala Lumpur. Miss Siti Nur Aisyah and Miss Tasha work at the Wangsa Maju branch, while Miss Shafiqah and Miss Jannah work at the Setiawangsa branch. ✓



## PRODUCTS AND SERVICES

EE Toys & Kids is a company that offers a variety of toys and hobby items. Apart from toys, EE Toys & Kids also sells various types of figurines such as Naruto, One Piece, Ninja Turtle and many more. Most of the toys are from China through third parties. EE Toys & Kids also sells original Gundam for Gundam fans and collectors. Gundam is a Japanese military science fiction media franchise or media mix. Created by Yoshiyuki Tomino and Sunrise, the franchise features giant robots, with the name "Gundam".

Among the toys offered are education toys, kitchen sets, lego, remote control cars, drones, helicopters, diecast cars and many more. Education toys are one of the hot items at EE Toys & Kids. Educational toys are objects of play, generally designed for children, which are expected to stimulate learning. They are often intended to meet an educational purpose such as helping a child develop a particular skill or teaching a child about a particular subject. They often simplify, miniaturize, or model activities and objects used by adults.

Besides, Toys & Kids also sells various types of Lego such as Mine Craft, Ice Princess Frozen, Star Wars and many more. Lego, consists of variously colored interlocking plastic bricks accompanying an array of gears, figurines called minifigures, and various other parts. Lego pieces can be assembled and connected in many ways to construct objects, including vehicles, buildings, and working robots. Anything constructed can be taken apart again, and the pieces reused to make new things.





Operational strategies are plans to improve the core processes of a business. Operations is usually defined as the revenue critical aspects of a business that are repeatable. As such, operational strategies tend to be focused on improving efficiency, productivity, quality and managing risk. EE Toys & Kids Continual Development of New Product or Service Offerings. The single most important thing every company must do to remain competitive is to develop new products and services. We believe it applies just as much to IT, inventory control and operations as it does to merchandising.

EE Toys & Kids always develop new products to follow current trends and developments. For example, when the Avengers movie comes out in theaters, EE Toys & Kids will be multiplying toys that use the Avengers theme such as figuring with various Avengers characters, Avengers scooters and Lego Avengers.

EE Toys & Kids know the importance of continuous improvement objectives and teams. Continually review and set objectives for system improvement, capacity increases, application of material handling, improved workflow and cost reduction.

A marketing strategy is important for all businesses because it clearly outlines how they will find new customers and promote their products and services to ultimately get more sales. EE Toys & Kids marketing strategy is to gain the trust and loyalty of customers by providing the best service. EE Toys & Kids is a small growing business. When compared to big competitors like

Toysrus, EE Toys & Kids is not able to match their marketing strategy. Therefore, it is very important for EE Toys & Kids to gain the trust and loyalty of customers. Based on observations, customers who buy toys at EE Toys & Kids are satisfied with the service and toys offered. EE Toys & Kids has friendly employees who will assist customers as soon as the customer enters the store. Therefore, customers will feel more valued. Furthermore, the employees of EE Toys & Kids have a lot of knowledge about toys, especially about education toys, they are able to recommend toys that suit the needs of customers and adjust the price according to the customer's budget.

### **FINANCIAL ACHIEVEMENTS**

The most significant financial achievement of EE Toys & Kids was when they reached the highest sales in September, 2019, when EE Toys & Kids sales exceeded RM100,015.00 for the first time. According to the research, this achievement is due to the sale of Beyblade, a Japanese toy that was popular at the time. Takara Tomy, a Japanese toy company, created Beyblade, a spinning-top toy. Furthermore, Beyblade became more popular, and children were exposed to it when anime stories aired on television, causing children to want the toy. In September 2019, it is estimated that the average Beyblade sales per day would be RM2000. Furthermore, the increase in sales is due to the celebration of Hari Raya Aidilfitri, which will lead to a rise in sales with each celebration. Due to the increase in sales, which reached RM100,015.00, EE Toys & Kids intends to maximise revenues by constantly improving either promotion or customer relationships.

## **SWOT ANALYSIS**

SWOT analysis is a strategic planning technique used to help a person or organization identify their strengths, weaknesses, opportunities, and threats related to business competition or project planning. Strengths and weaknesses are the internal factors in the company - things that can have some control over and can change meanwhile opportunities and threats are the external factors - things that are going on outside the company in the larger market.

### **STRENGTH**

Strengths describe what an organization excels at and distinguishes it from other competitors. There are so many strengths that we can find in EE Toys & Kids. EE Toys & Kids offer cheaper toys than their competitors and their products are cheaper than the wholesale price with good quality. The resources that EE Toys & Kids has currently are an ample supply of toys and two employees in each store. Next, the reason why customers like to buy toy products at this store are because they offer various types of toys consisting of educational toys, classic games (Monopoly, Sahiba and Chess), and various types of figures for figuring lovers and collectors (One piece, Naruto and many more figurines). In addition, this store also offers toys that are up to dates so that it can suit the kid's interests nowadays.

Besides that, they have customer-friendly employees and always offer a good service to their customers. EE Toys & Kids do not have many assets as they are not a large company but they have two vehicles that use to take stock. They are planning on getting their own building once Covid-19 recovers. The advantages that employees can get when working in EE Toys & Kids are given flexible times for rest, meals and prayers. The employees also get a basic salary, commission, EPF, SOCSO and annual bonus. Lastly, they also get a staff discount that is much cheaper if they want to buy the toys in the store.

## **WEAKNESS**

Weaknesses are negative factors that detract from the strengths and stop an organization from performing at its optimum level. EE Toys & Kids also have their own weakness despite having numerous strengths. EE Toys & Kids having difficulty in finding employees especially during weekends and it is also because of a long working hours which is 12 hours long. Their store is also only able to take stock of toys in the country through third parties because they did not reach the level where they can keep in touch with toy suppliers from China and Japan. EE Toys & Kids competitors are better in getting stock at a cheaper price and can do various sales promotions than EE Toys & Kids. Sometimes there are disadvantages to their products because of having no warranty and mostly the toys are from China.

After that, being an employee in this store also has disadvantages because of long working hours for 12 hours. The employees also need to install and repair the bicycles if the item is broken. Unfortunately, they only have women employees only because they cannot find any suitable male employees to hire but the boss of this store is taking great care of their employees and also takes care of things related to bicycle damage or technical problems that happened in the store. Lastly, EE Toys & Kids customers also request for something that the store cannot provide. For example, the customers are looking for high-tech drones but they only sell drones which are cheap and only suitable for children.

## **OPPORTUNITIES**

Opportunities refer to favorable external factors that could give an organization a competitive advantage and likely contribute to the success. The economic or political climate helps EE Toys & Kids in developing the business. Even though the country is in the Movement Control Order (MCO), the government helped a lot from a financial point of view such as tax relief and National Concern Aid during the pandemic. It also reduces the financial burden of EE Toys & Kids. In this MCO, a lot of parents bought toys for their children to help them reduce the boredom at home. Fortunately, this helps a little in increasing EE Toys & Kids revenue. Next, EE Toys & Kids has many suppliers in Malaysia who are able to provide cheap prices with quality. In addition, the

store is in the process of getting stock directly from Chinese and Japanese suppliers so that they can get stock at a cheaper price than usual to get maximum profit at minimum cost.

This store needs to improve their branding because many people still do not recognize EE Toys & Kids. They are currently in the process of increasing their branding in order to compete with other toy stores such as ToysRus and Mr Toys. If many people recognize EE Toys & Kids then they can compete with others and increase their revenue. There are so many things that EE Toys & Kids can do while their competitors cannot especially in terms of service and sales. Besides that, EE Toys & Kids are always flexible in the service and sales so they are able to lower the price of the toys depending on the situation. For example, if the customers buy toys in large quantities, customers with special needs, and they also offer a free gift wrap service for the purchased toys. All of this cannot be done by their competitors because of specific rules in issuing prices. Lastly, online purchases are the new trends currently increasing and taking place among customers. They prefer to purchase the toys online during the Covid-19 pandemic. EE Toys & Kids is in the process of making online purchases possible through the Shopee platform.

## **THREATS**

Threats refer to factors that have the potential to harm an organization and have no control over it. EE Toys & Kids obstacles are having many mall management rules that must be followed in terms of operating hours, holidays and more since this store is located inside the mall. Then, Mr Toys and Mr DIY are currently EE Toys & Kids main competitors. Mr DIY offers a variety of toys at low prices even though they are a hardware store. Furthermore, EE Toys & Kids is located next to their competitors and it affects the store. Next, nowadays kids tend to use iPads, tablets and mobile phones as their entertainment which is a negative trend that can affect EE Toys & Kids business. EE Toys & Kids strongly encourages parents in buying toys so that they can play and learn together with their children. For example, education toys can help to strengthen the children's motor skills, increase their focus and learn about colors, numbers, alphabet and many more. Toys are not just for children to get rid of their boredom and it makes many parents unaware about the importance of the learning process of their children.



EE Toys & Kids also have faced financial problems. EE Toys & Kids had been out of operation for almost a month when the government announced the MCO. Despite not operating, they still have to pay fixed costs such as shop rent and employee salaries. In addition, they also need to pay the rent because they rent the store in the mall and the cost is also quite high. Lastly, there are no products on the market that will make their toys outdated because EE Toys & Kids always follow the development and current interests of children. ✓

## **FINDING**

Finding the required need to describe the major business problems that the company faces and identify the main cause. As a result, several major issues have been identified. First and foremost, Covid-19 Pandemic. The Covid-19 pandemic affected various industries including EE Toys & Kids. Toys & Kids has been out of operation for almost a month because the government has implemented a Movement Control Order (MCO) to break the Covid-19 chain. Despite the closure EE Toys & Kids still have to pay fixed costs such as shop rent and employee salaries which indirectly lead to financial problems because EE Toys & Kids has to pay various costs without making any profit. In addition, Toys & Kids rents in the mall, and the cost of renting in the mall is quite high.

Following that, intense competition. The main competitors of EE Toys & Kids are Mr Toys and Toysrus. Both companies are large companies with many branches in Malaysia. In fact, these companies have been in the industry for a long time, especially Toysrus. It becomes a problem when, in a mall there is more than one toy store which leads to fierce competition. Although EE Toys & Kids often makes improvements in terms of marketing strategy, it is still unable to compete with large companies like Mr Toys who are able to do various sales promotions such as giving coupons, distributing flyers, doing large scale advertising without thinking about cost and also have a corporate design such as their store has interior decor, vehicles and uniforms.

In addition, lack of employees. EE Toys & Kids has two branches and each branch has two female employees. This is one of the shortcomings of EE Toys & Kids in providing services to customers and in stock management. Toy stock will usually be shipped one truck and have a large carton. In addition there are bicycles and tricycles that must be installed. The energy of a woman

and a man are different, the management of a large stock with only two female employees results in ineffective and inefficient management.

Furthermore, trends in the use of gadgets by children. Technology and kids today are a sight we often see. A toddler holding a tablet, an infant with an phone in her mouth. At one point, parents have great regard over gadgets as a way to pacify their children and as an entertaining and educational tool. But later on, it becomes an alarming sight. The use of gadgets has caused the position of toys to become increasingly distant among children. Children are more likely to play with gadgets than toys which indirectly causes the demand for toys to decline. This is in line with the law of demand when the demand for a product decreases causing the price to decrease. This makes it difficult for EE Toys & Kids to achieve maximum profits.

lack of discussio regarding strategy

## **DISCUSSION**

Based on the findings, several major problems faced by EE Toys & Kids have been identified, which is Pandemic Covid-19, Intense competition, Lack of employees and Trends in the use of gadgets by children. Based on this major problem, several alternatives have been identified.

The first major problem that has been identified is improve branding strategies. Improve branding strategies is a long-term plan for the development of a successful brand in order to achieve specific goals. A well-defined and executed brand strategy affects all aspects of a business for example company Toys & Kids can identify their own target market because when this company focused on having clearly defined target market the growth of the company will be faster. However, it can cause huge development cost because they have to spend huge sums on advertising and publicity.

Subsequently, digital marketing. Digital marketing is the use of internet connected devices to engage a customer with online advertising to promote products and services. This company can use this platform to improve their marketing strategies and also more cost effective in order to reach a large number of people. For example company Toys & Kids can do marketing on social media such as running advertisement on Facebook, Instagram or Youtube. But digital marketing also has disadvantages such as skills and training. This is because they need to ensure their staff



have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that they keep up-to-date.

In addition, encourage customers. Encourage your customers to leave reviews about your product and service. This shows customers that you are listening to them and interested in their needs. Customer reviews can also help uncover areas in which your business can do better. It also can help to maintain trust and building long-term loyalty among customers. However, building trust and loyalty among customers is something that takes time and resources.

Furthermore, training program. Training program need to be redesigned to better engage learners and empower staff to admit what they don't know. Employers conduct different types of training depending on their requirements, the urgency of their needs and the availability of resources. For example technical skill development and quality training are the types of training and development for employee that can be use in new training program. In addition, there are also disadvantages of implementing training program such as long time requirement and employees lose interest.

Moreover, make company more enticing. In order to reach more potential employees, the job must be attractive as possible to bring in lots of applications. This is because people prefer jobs that have added benefits such as insurance coverage, competitive pay rates, bonuses, and paid leave. However, hiring too many potential employees will tend to cost more. This is because company will expand more on employees wages, benefit or bonus.

Lastly, turn digitalization on advance. The challenge of the pandemic for businesses has not only been to sustain productivity but to refocus on new opportunities spurred by digitalization for their work and workforce. It is in part a cultural shift, where digitalization is seen less as an acceptable solution to a problem, and more as a catalyst to change the business model creatively for the better. However, turn business digitalization is not an easy way because it take time and effort to adapt into new business environment.

## CONCLUSION

To sum up everything that have been stated in finding and discussion. It is important for EE Toys & Kids, as well as all businesses, to identify major business problems in order to overcome them and make improvements to ensure the business's continuity and progress. Based on major problems identified and confronted by EE Toys & Kids, such as Pandemic Covid-19, which affects many industries, particularly the economic sector, intense competition, a lack of employees, and trends in children's gadget use. EE Toys & Kids can view intense competition as a challenge to improve the business so that it is always one step ahead. All businesses are bound to experience intense competition, it depends on how we deal with it. Unbeknownst to us, it is intense competition that drives entrepreneurs to seek out new ways to innovate in order to outperform their competitors. Furthermore, the remaining major problems, which are Pandemic Covid-19, a lack of employees, and trends in the use of gadgets by children, can be overcome by using the alternatives identified in the discussion.

Considering that EE Toys & Kids is a small company, it is very cost-conscious when it comes to problem solving. Among the alternatives identified, digital marketing is the most effective and efficient alternative to the current situation that EE Toys & Kids can use. According to research and interviews, EE Toys & Kids does not have social media, so the management of EE Toys & Kids is encouraged to create social media for business and frequently update on social media about the promotions conducted, new toys, and even EE Toys & Kids can spread about EE Toys & Kids that need employees either part-time or full-time. EE Toys & Kids is able to connect with customers and be able to identify their needs and wants.

It is to some extent able to help in increasing the profits of EE Toys & Kids. Furthermore, there is no cost associated with the creation of social media. This is consistent with the concept of businesses seeking to maximise profits while minimising costs. Therefore, it is very important for a business to identify its SWOT analysis and major problems faced by the business so that effective solutions can be implemented. ✓

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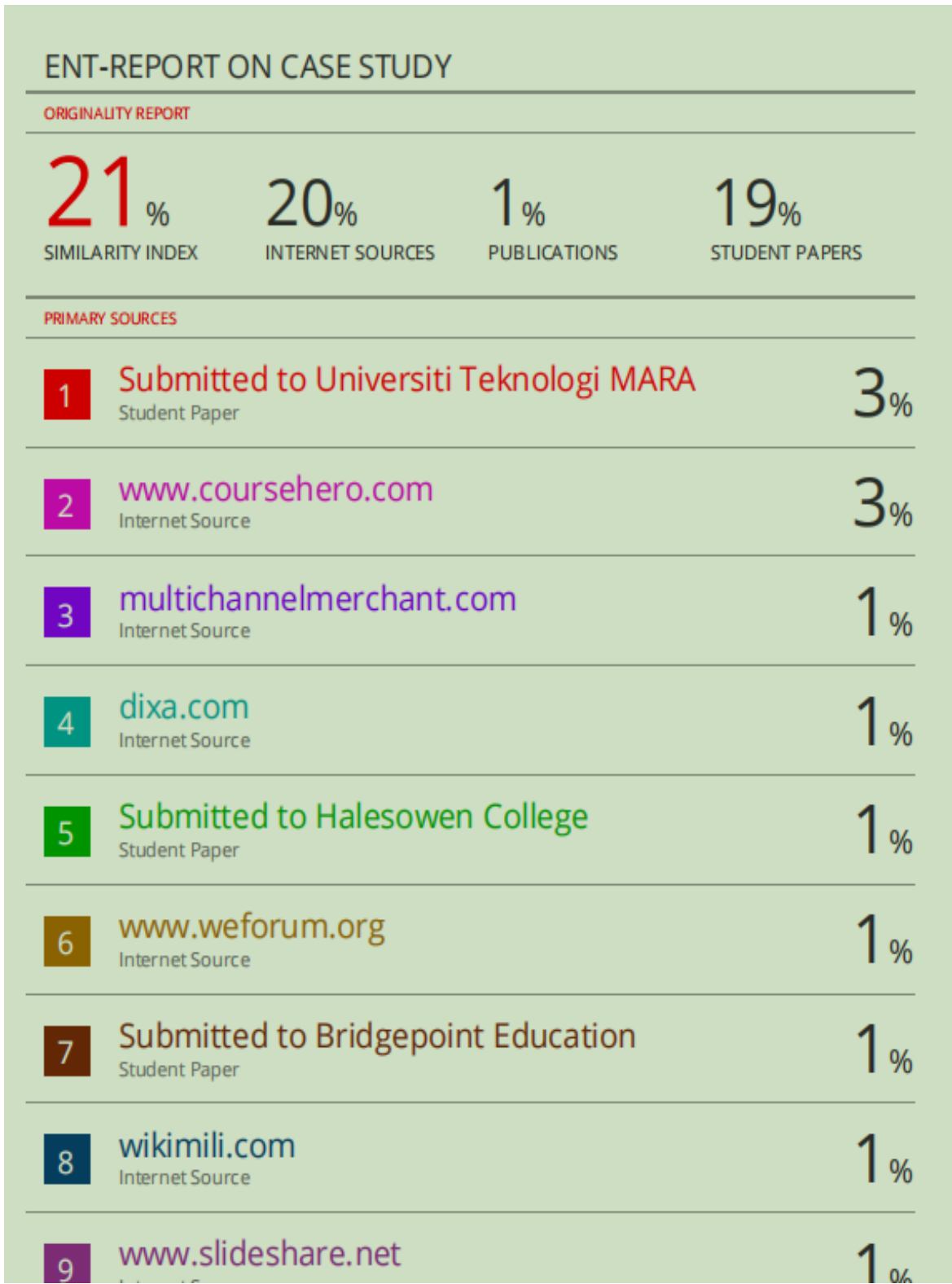
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## APPENDICES





FACULTY OF BUSINESS AND MANAGEMENT  
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Course Name : PRINCIPLES OF ENTREPRENEURSHIP  
Assignment/ Project No. : 1 Due Date : 18/7/2021 Submission Date : 27/7/2021  
Assignment/ Project Title : WRITTEN REPORT ON CASE STUDY (20%)  
Lecturer's Name : DR. NOR ZAWANI BINTI MAMAT@IBRAHIM

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Student's Signature



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Project Title : WRITTEN REPORT ON CASE STUDY (20%)

Lecturer's Name : DR ZAWANI BINTI MAMAT @ IBRAHIM

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Assignment/ Project No. : 1 Due Date : 18/7 Submission Date : 27/6

Assignment/ Project Title : Written Report on case study (20%)

Lecturer's Name : Dr. Nor Zawani Binti Mamat @ Ibrahim

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27 June 2021

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Student's Name : MOHD SHAH AIZAM BIN SHALIHEN

Student's ID : 2019206836 Student's I/C No. : 990406016455

Program Code : HM240 Part : 4 Course Code : ENT530

Course Name : Principles of Enterprenuership

Assignment/  
Project No. : 1 Due Date : 18/07/2021 Submission Date : 27/06/2021

Assignment/  
Project Title : Written Report On Case Study (20%)

Lecturer's Name : Dr Zawani binti Mamat @ Ibrahim

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ASSIGNMENT/ PROJECT DECLARATION FORM

Student's Name : Zia Azizah binti Zulholinda

Student's ID : 2019805474 Student's IC No. : 990224105772

Program Code : HM240 Part : 4 Course Code : ENT530

Course Name : Principles of Enterprenuership

Assignment/ Project No. : 1 Due Date : 18/07/2021 Submission Date : 27/06/2021

Assignment/ Project Title : Written Report On Case Study (20%)

Lecturer's Name : Dr Zawani binti Mamat @ Ibrahim

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25/06/2021

Date

Student's Signature



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PERNIAGAAN**  
Dewan Bandarnya Kuala Lumpur  
Tingkat 4, 5 & 9, Menara DBKL 2,  
Jalan Raja Laut, 50350 Kuala Lumpur



**LESEN**

**EE TOYS & KIDS TRADING**  
LOT F63, 6 JALAN TAMAN SETIAWANGSA,  
AEON AU2 SHOPPING CENTRE,  
54200 KUALA LUMPUR

SSM No. 002781395-K  
No Fail DBKL JPFP/KM01/1657/04/2018  
Taraf TETAP  
Tempoh Sah 06/07/2020 hingga 07/07/2021

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- DATUK BANDAR KUALA LUMPUR BERHAJ MENGENAKAN SYARAT-SYARAT TAMBAHAN (SEBAGAI LANGKAH KAWALAN PERNIAGAAN DARI SEMASA KE SEMASA BERTI MENGAMBIL TINDAKAN BERDASARKAN UNDANG-UNDANG DAN AKTA YANG DIGUNAPAKAI DENGAN JABATAN/AGENS LUAR YANG BERKAITAN DENGAN AKTIVITI PERNIAGAAN.
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**SYARAT-SYARAT SEMENTARA**



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**Bil. Cawangan: TIADA**

Bertarikh di **SISTEM EZBIZ** pada **17 JANUARI 2021.**

**NOR AZIMAH BINTI ABDUL AZIZ**  
Pendaftar Perniagaan  
Semenanjung Malaysia



