



اَبُو سَيِّدِي تَيْكُو الْوَلِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



Silver Gear

88

CASE STUDY: COMPANY ANALYSIS SILVERGEAR

PRINCIPLE OF ENTREPRENEURSHIP ENT(530): CASE STUDY

FACULTY & PROGRAMME : Faculty Hotel & Tourism (HM 245)

SEMESTER : 3

PROJECT TITLE : Report Case Study (Silver Gear)

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ACKNOWLEDGMENT

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We are really grateful because we managed to complete this assignment within the time given by Dr Nor Zawani. This assignment cannot be completed without the effort and co-operation from our group members. Group member's Daniel, Shamsul, Ali, Amanda and Shafwa. Last but not least, we would like to express our gratitude to our friends and families also Encik Badrul from SilverGear company ✓ for support and willingness to spend some time with us.

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EXECUTIVE SUMMARY

SilverGear is one of the well-known companies in Malaysia that have developed a car-service workshop. The company is known for its relatively good service, which means that customers will not stop delivering their cars at the workshop. Originally established in 2001, the company is the first generation of the family, inspired by a famous company of the time, Mutiara Motor. The workshop was then successfully developed together by the second generation developing company. We can see how they manage work all through their workshop in the company's background section. Their strategy for developing the company is very appealing to customers that have 6 operational strategies: social media, radio, promotions, customer satisfaction, free food and drink and free t-shirt after 1 car service.

Next is the analytical section of the company. We focus on SWOT, strengths, weaknesses, opportunities and threats. We can see, from the strength of their workshops, that they are very knowledgeable in advertising, customer service and their strong image. Competitors is one of their weaknesses, which is known across Johor and entire Malaysia as a larger company. The third section presents a summary of SilverGear's major problems, including the Covid-19 workshop, which had to close early, and which affected its profits. Furthermore, we focus on solving the SilverGear company problem, the pros and cons of every solution. In the last section we display images of the workshops in SilverGear, the products they often use, and clients very happy about their workshops. This assignment draws on data, interview and industry information.

INTRODUCTION

Background of the study.

This study is a survey of the SWOT, qualitative and descriptive in the current company that we are researching. We will study SWOT Analysis in historical situation analysis techniques as well as effective theories that play an important role in the fields of marketing, public relations, advertising and also in areas that require strategic planning. SWOT Analysis is a method of analysis used to assess the strengths, weaknesses, opportunities and threats involved in an organization, plan, project, or business activity. In doing so, we will examine the position of SWOT Analysis in the strategic management process and the components of SWOT Analysis. This purpose is to examine about the company's advantages, disadvantages and also the limitations of SWOT are also studied.

Purpose of the study.

The SWOT analysis which is strengths, weaknesses, opportunities, and threats is a framework for evaluating a company's competitive position and developing strategic plans. SWOT analysis can evaluate internal and external variables, as well as existing and prospective future opportunities. It is intended to allow a realistic, fact-based, data-driven examination of an organization's, initiative's, or industry's strengths and weaknesses. Companies should use it as a guideline rather than a prescription. The company-facing market circumstances are in a constant state of flux, requiring business managers to compete with new initiatives and maintain firms relevant to current customers following business plan strengths and weaknesses examples. A SWOT-Analysis is a popular strategic planning technique that may assist directors in managing the chances of success in a particular project. This is a broad part with examples of strategic planning papers and SWOT analysis prospects for public and commercial enterprises. As a small company owner, you have every right to wonder why there isn't more time for thought every day. For silver gear company, SWOT preparation is to inform about company reference tool manage the company efficiently and business can stay and competitive with an outside company can indirectly increase company chances to further advance besides can be prepared for face any problems and help to evaluate and improve the potential of the company.

COMPANY INFORMATION

1. Company Background

The company was established as a legacy company where it started from a family business. Encik Badrul is actually a second generation of the family to continue operates the company's legacy along with his two other siblings. In addition, we all know the story behind Mutiara Motors' success, where the company was recognized across Malaysia, inspiring Encik Badrul and his brothers to follow in Mutiara Motors' footsteps, as the said company was founded by three siblings as well. Therefore, Encik Badrul and his two siblings want their auto service and maintenance business to become the preferred choice of the public.

It all started in 2001 when Encik Badrul's father, the first generation of the family, began selling automotive spare parts such as springs and exhaust pipes. However, it was reported that the company was founded under a different name at the time and had to shutter due to a few issues that they were unable to resolve. After a series of minor setback, they have risen stronger with the establishment of their new company, SilverGear.

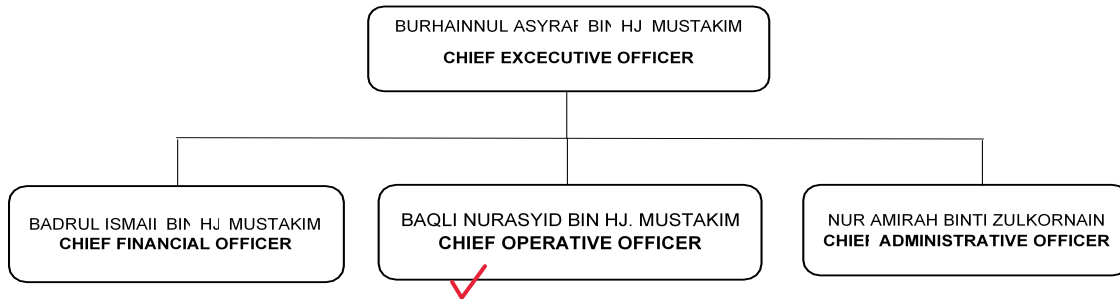
Since 2012, SilverGear has only been in operation for nine years. Encik Badrul believes his family's business to be a small one because they hired with just 20 employees maximum. Currently, SilverGear is solely based in Johor Bahru and Larkin.

SilverGear is a 20,000-square-foot workshop or factory that can accommodate approximately a maximum to 30 cars at a time. In terms of operation, 5-6 cars are projected to be available for automobile service at any given moment.

2. Organizational Structure



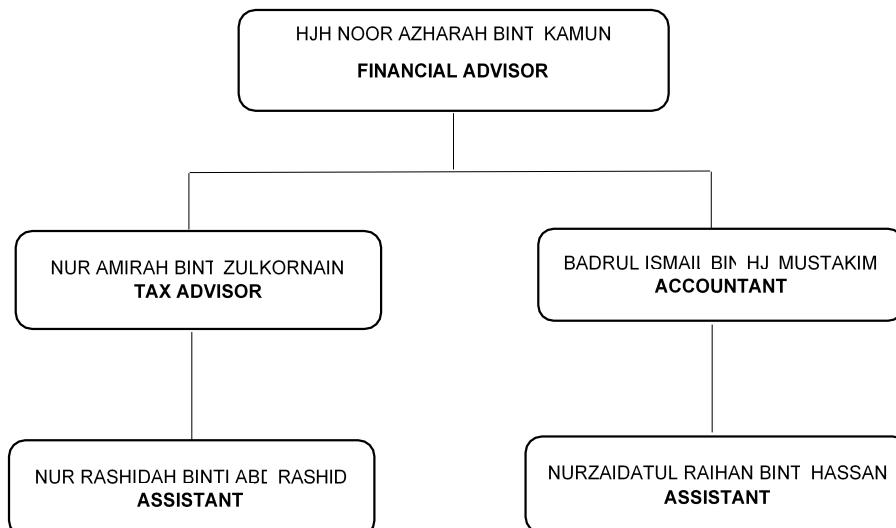
BOARD OF DIRECTORS



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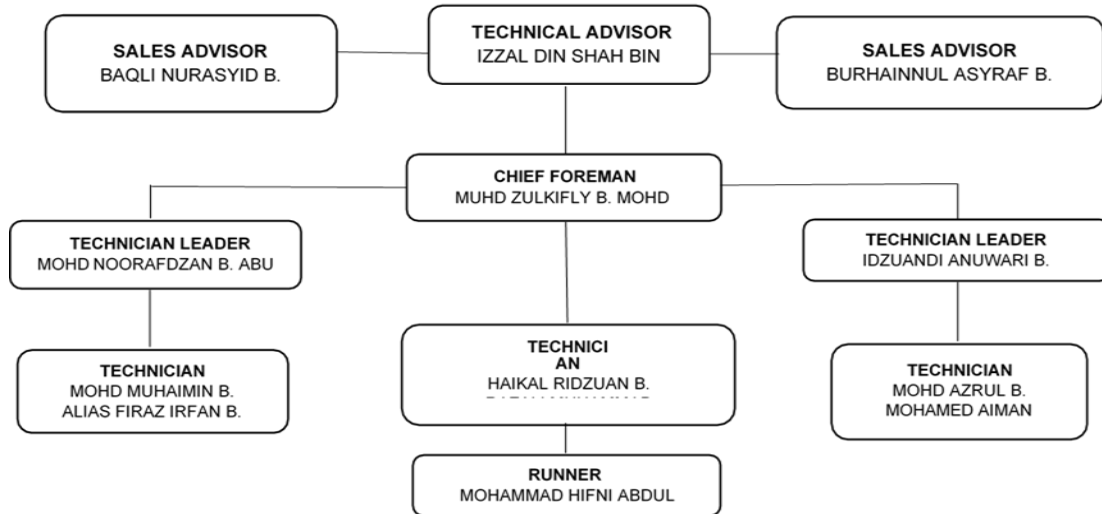


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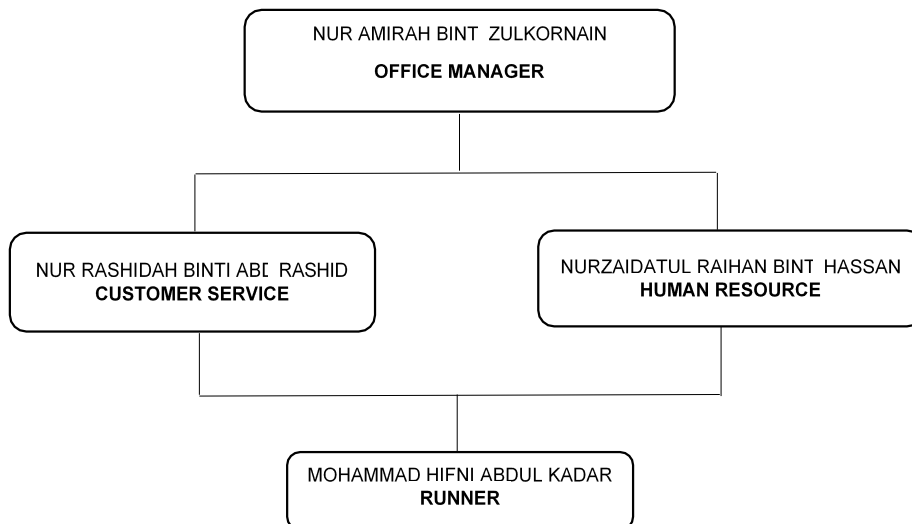
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SILVER GEAR ADMINISTRATION TEAM



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3. Product and Service

SilverGear operates a service centre that performs maintenance work on people's automobiles at a reasonable cost. SilverGear also sells tires, rims with Continental offering both sport and normal rims. Other goods have been resold by Silvergear dealers. Kimex, a engine oil product made by SilverGear, is also available. It's the dark oil used in a variety of cars.

4. Business, Marketing, Operational Strategy

- Social Media (FB & Instagram)

SilverGear has used a simple platform that the general public is familiar with, such as Instagram and Facebook. This is because there is a page group on Facebook dedicated to each type of automobile, we may capture the attention of young people who are passionate about cars. Meanwhile, SilverGear often updates their Instagram feed with their car maintenance service footage as well as pictures of customers satisfaction feedback.

- Radio

Last year, SilverGear did a press coverage on Best.fm radio. On the radio, they provide several slots, and as usual, SilverGear will select slots at the beginning of the year and also during the month of Ramadan, before Eid, this is because at the beginning of the year, many parents send their children to school and also, they started to work in the beginning of the year. During the Ramadan season, most of the car owners will send their cars for service because they want to return to their hometowns, especially for Eid preparations.

- Promotion Combo

SilverGear provides a variety of package deals with promotion when it comes to servicing customer cars, including engine oil service, air conditioning service, and every tire purchase at a low price. SilverGear technicians often use their own engine oil for each servicing. They may then advertise their engine oil products to customers, giving them a positive experience with their oil.

- Customer Satisfaction

SilverGear has created a relaxing environment for customers to wait for their automobiles to be fixed. They will also serve and interact with customers in order to keep them from becoming bored while waiting for their cars. Customer service always ensures that they provide excellent service and that the customer-service relationship and interaction is maintained. What's unique about SilverGear is that they always let you know what they need to alter first and what doesn't need to be altered for the customer's automobile before they begin working on it. This is to provide the customer information about the car difficulties they are having and to always provide them some advice or ideas on how to take care of their car.

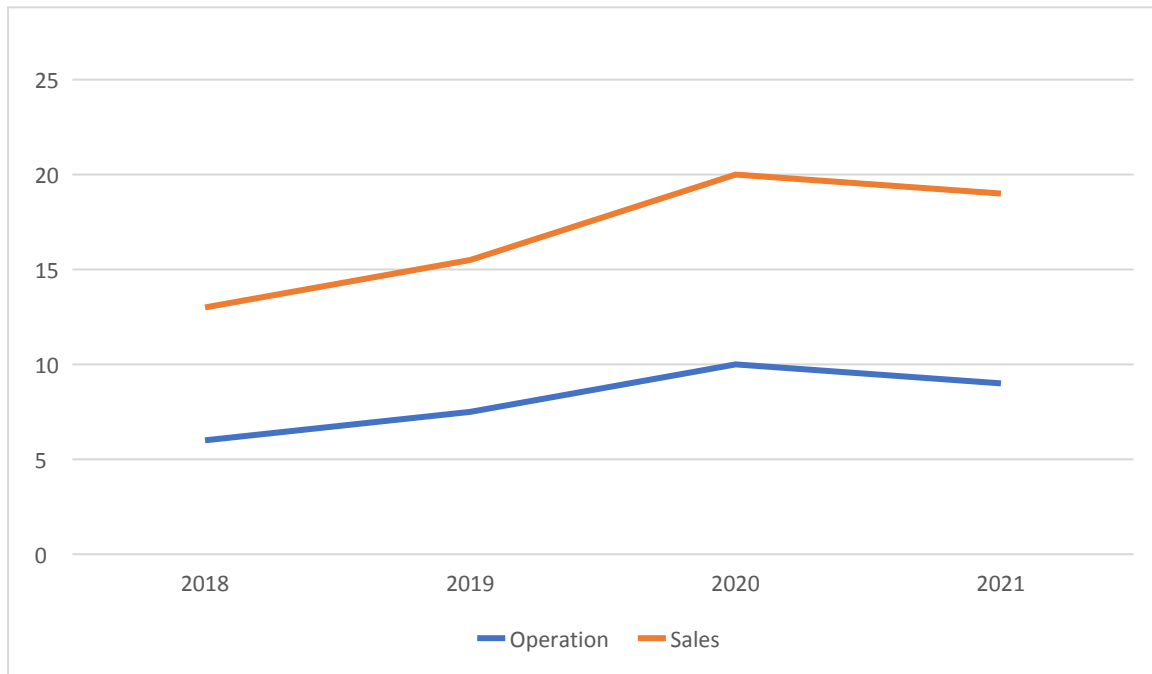
- Free T-shirt after 1 service

Customers will receive one free t-shirt for each service as a form of gratitude for giving the opportunity and placing their trust in SilverGear's service. Once they've taken care of the customer's car, they'll snap a photograph with them holding a banner created by SilverGear just for them to post on Instagram and Facebook. With this, to some extent can also attract the attention and interest of outsiders to try and use the SilverGear services.

- Free food and drinks

SilverGear is always there to make and provide free meals to customers. If the customer feels hungry while waiting for the car to be serviced, the customer can take the food and drinks that was provided by SilverGear. This makes customers feel satisfied with the service provided by SilverGear. With a comfortable room and also a service like this heart-warming makes customers not tired to come back to this SilverGear company to repair their cars again.

5. Financial Achievement



As can be seen from the figure above is the current development that has been achieved by SilverGear from 2018 to 2021. In 2018 to 2019, the achievement is quite upward slowly as they prioritize advertising in attracting customers to come to their store. In 2020, on the other hand, their performance has risen sharply as they have gained many customers thanks to their efforts on previous achievements. Finally, in 2021, their performance is not as good as with the current economic situation of the country and not forgetting the current situation of covid-19 epidemic infection. The government has created MCOs across the state, so with the Action, they are having a hard time getting as many customers as before.



COMPANY ANALYSIS

Swot Analysis

1. Strength

- Advertising

In terms of advertising the silver gear company advertises a lot on several platforms for example in social media such as Facebook and Instagram. On this platform, the company will ensure that it will always be active to attract external customers to service the silver gear company.

In addition to the platform on social media, this company has also produced advertising on a radio station such as best.fm, here is also one way to make people who are busy working or who are in the car easy to listen and interested in the services provided by this company. In addition to social media, radio stations, magazines are also one of the marketing methods that have been produced.

- Customer Service

Customer service from silver gear company provides very good service to customers who come to service the car. For example, the company provides a waiting area for customers when the car is being serviced. This waiting room is very comfortable given to customers because it has air conditioning for comfort, prepared with water with various options and also provided various types of food such as Nasi Lemak, various cakes and so on. In fact, it can all be added and not limited to anyone. Gear service companies are very concerned about the comfort of the customer.

- Strong image

The silver gear company has a good images and the opening of its company is very long from 2002 until now, which used to have 5 staff and now has as many as 20 staff. The silver gear company has its own strengths from the beginning of its establishment until now it still gets a very high response from the community from each state.

2. Weakness

- Competitors

In terms of the company's weaknesses, that's definitely in terms of competitors. When we open a company, we definitely have a lot of great competitors and that is why we need to have the best marketing and service to the customers, so that the customers will always be loyal in using the services in the silver gear company.

No matter how many companies offer the same services, silver gear companies still provide the best service to customers as well as quality used goods.

3. Opportunities

- Partner with large companies

In terms of opportunities, we can see that this silver gear company can partner with a larger company because the services provided are well received by customers and the production of black oil that is unique from the silver gear company. This further increase demand based on current and long-term market trends so that businesses can grow and gain a stronger foothold. This leads to many opportunities to partner with large companies.

4. Threats

- High cost

External aspects that can have a negative impact are such as the high costs price of raw material supply sources. The volatile price of raw materials in the Covid-19 era led to an increase in the price of goods compared to the past. This increase in costs poses one of the threats to silver gear companies in the face of volatile commodity prices.

- An increasingly strict system of government

The increasingly tight system of governance is one of the threats plaguing the Covid-19 season at the moment. the government which set the opening only for a few hours and banned it across counties as well as states caused difficulties for companies as well as customers to come to do car service. silver gear companies need to find other incentives in helping company and employee income.

FINDINGS AND DISCUSSION

1. Summarize the major problem/s.

In this pandemic atmosphere, many industries are impressed with it. regardless of the tourism industry, manufacturing industry, repair industry, this includes the company we are talking about, which is a SilverGear company that provides various services such as tire change, spare parts sales, spray, and spa. the company is affected by this pandemic atmosphere and has experienced major problems in doing business. one of them is:

- The first problem this company has to face is as Malaysia is hit by the Covid-19 disease epidemic and the people are now frugal in spending on repairs as they cannot want to cross states or district ✓
- The second problem is because in the current situation the company has a time limit in running the business this is also a problem that must be faced by the company and this will also result in the company will suffer losses in selling their products ✓
- The third problem is the lack of raw materials or car spare parts and this causes the prices of raw materials to be purchased to be expensive and suppliers will play with prices to keep the business going. ✓

2. Identify alternative solutions to this/these major problem

The major problem	The alternative solution
Sellers and profits fall ✓	<ul style="list-style-type: none"> ● Create more promotions about existing products ● Make bulk sales or buy 2 free 1 product exclusive
Company has a time limit in running the business ✓	<ul style="list-style-type: none"> ● Make sales online
Lack of raw materials or car spare parts and this causes the prices of raw materials to be purchased to be expensive ✓	<ul style="list-style-type: none"> ● Make a price ration for goods that are ambushed to be purchased ● Find several suppliers to compare prices between them to get the best price ● Buy goods in small quantities but guarantee a return on sales even if we buy goods in limited quantities
Limited facilities ✓	<ul style="list-style-type: none"> ● Upgrade the facilities to make customer feel comfortable and feel trusted when their using the service ● Upgrade their equipment to enhance their productivity and quality
Not enough manpower ✓	<ul style="list-style-type: none"> ● Offer more job opportunity in online platform / open vacancy ● Give promotion or more benefit to staff to ensure and retain their good morale during works

3. Briefly outlines each alternative solution and then evaluate it in terms of its advantages and disadvantages

Solution	Advantages	Disadvantages
Buy goods in small quantities	<ul style="list-style-type: none"> ● Can save the cost of spending in buying goods ● able to use the surplus money to spin in the development of the company 	<ul style="list-style-type: none"> ● Stock is very limited ● Cannot provide maximum service due to lack of raw materials or spare parts products
Make sales online	<ul style="list-style-type: none"> ● Save costs in making sales ● Can monitor the sales of our products 24/7 	<ul style="list-style-type: none"> ● Not everyone can access to online sales ● Have some problems that will arise such as hacked accounts and not reaching the internet level to access products for sale
Create more promotions	<ul style="list-style-type: none"> ● Can attract more customers ● Can introduce the company to be known by everyone and further increase the company's profits 	<ul style="list-style-type: none"> ● Requires a lot of money in doing promotions such as making banners or billboards ● Takes a long time to be known by the public because most products nowadays or nowadays we use a lot of online promotions
Upgrade the facilities	<ul style="list-style-type: none"> ● Better facility management will be better employee productivity and customer will satisfied ● With advanced technologies, operating costs can be reduced and work environment quality improved, 	<ul style="list-style-type: none"> ● The cost to upgrade the facilities will requires more money and will take time ● To get the advance technologies is hard and expensive and required staff to understand the function of tools
Recruiting new staff	<ul style="list-style-type: none"> ● Recruiting engaged 	<ul style="list-style-type: none"> ● It will be a cost to the

	<p>people benefits your whole team may bring new ideas into the business</p> <ul style="list-style-type: none">● fresh enthusiasm and skills	<p>organization in terms of training fresh candidates for the job.</p> <ul style="list-style-type: none">● The recruitment process may attract people who are not qualified for the open post.
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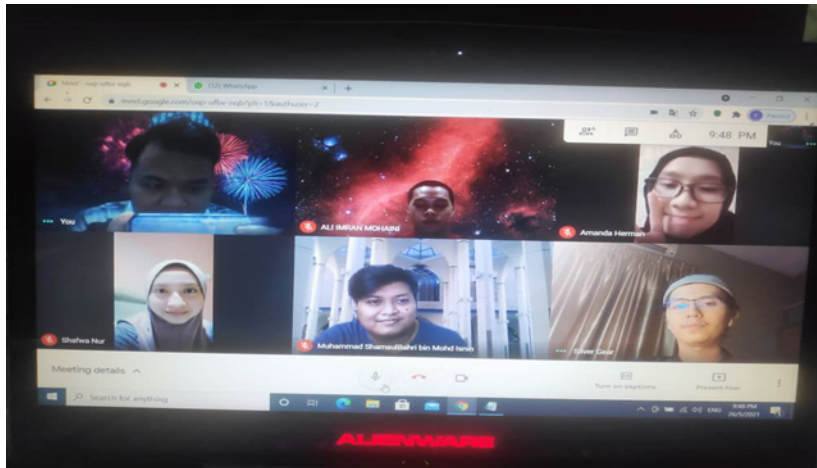
CONCLUSION

SilverGear company offers services which is an automobile service center that has been established from 2002 until now. They provided the best services to customers who come to service their automobiles. For the marketing or promotion part, they will be more on the Instagram and Facebook platforms. This is because they always make current updates from time to time on a daily basis. Customers who come to make services will always be informed in advance about what problems their automobile is facing so that customers can understand more about the matter. Here we can see the SilverGear company is a company that will continue to grow even though covid-19 is hitting all over the world and with employees who also help in the company's operations, this will make SilverGear company will always move forward and for sure this company will be able to compete with the big companies out there.

REFERENCES

Instagram link : <https://www.instagram.com/silvergearjb/?hl=en>

Facebook link : <https://www.facebook.com/SilverGearSdnBhd>



Make an interview online meeting with Encik Badrul, one of the Chief of SilverGear Company on May 26, 2021. ✓

APPENDICES

- SilverGear



- Product (Kimex) and Services





• Promotion Combo

PROMOSI MINYAK ENJIN

KIMEX RACING

MINYAK ENJIN FULLY SYNTHETIC
 Harganya: **RM268***

MINYAK ENJIN FULLY SYNTHETIC
 Harganya: **RM268***

MINYAK ENJIN SEMI SYNTHETIC
 Harganya: **RM188***

MINYAK ENJIN HI-TECH
 Harganya: **RM128***

PAKEJ BAHAN PROMOSI TERMASUK:
 • PRIMARY SPRAY • FUEL INJECTOR CLEANER
 • ENGINE FLUSH • RADIATOR COOLANT

PAKEJ BAHAN PROMOSI TERMASUK:
 • FRESHEN PAINT • FUEL INJECTOR CLEANER
 • ENGINE FLUSH • RADIATOR COOLANT

PAKEJ BAHAN PROMOSI TERMASUK:
 • FRESHEN PAINT • FUEL INJECTOR CLEANER
 • ENGINE FLUSH

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 • FRESHEN PAINT • FUEL INJECTOR CLEANER
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FEELS A LOT BETTER

Silver Gear

PROMOSI HEBAT!

SERVIS AIRCOND

PERCUMA:

- ✓ Pemeriksaan
- ✓ Compressor oil
- ✓ Aircond gas recovery
- ✓ Gas Aircond Penuh
- ✓ Vacuum
- ✓ T-Shirt Limited Edition

RM150*

*Tidak termasuk paatu servis & sparepart / Semesta dan masih ada

Silver Gear

PROMOSI HEBAT!

Dengan setiap pembelian 4 atau 2 biji tayar

RM30*

untuk

- ✓ Sweet Grease
- ✓ Alignment Tayar
- ✓ Servis Brake
- ✓ T-Shirt

*Tidak termasuk paatu servis & sparepart / Semesta dan masih ada

Silver Gear Sdn Bhd
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 07-238 9468/9469

• Business Marketing and Operational Strategy

silvergearjb

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SILVER GEAR
 Product/Service

- 🔥 PAKEJ SERVIS LENGKAP TERBAIKI
- 🔥 PAKEJ TAYAR YANG PALING BERBALOI!
- 🔥 VOUCHER KHAS PADA YANG...

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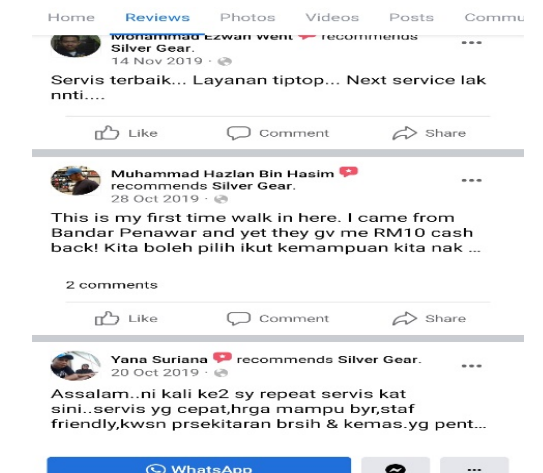
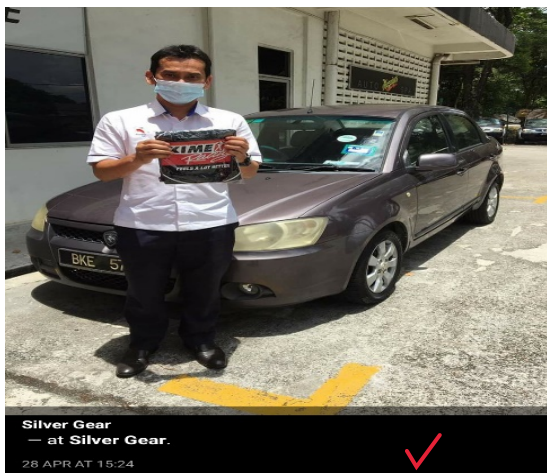
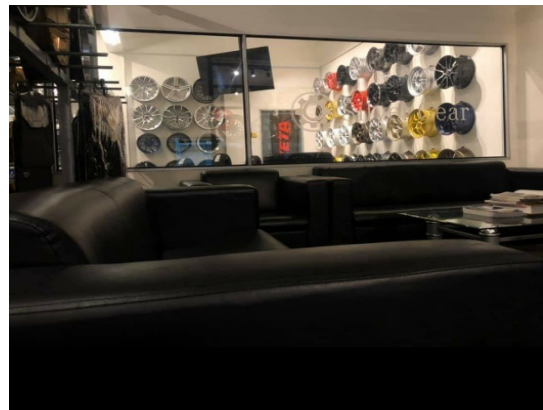
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PUSAT SERVIS

MAKANAN PERCUMA





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Course Name : Principles of Entrepreneurship
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Assignment/ Project Title : Case Study
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FACULTY OF BUSINESS AND MANAGEMENT
ASSIGNMENT/ PROJECT DECLARATION FORM

Student's Name : Shafwatunnur Bt Daud

Student's ID : 2020987669 Student's I/C No. : 990601125518

Program Code : HM245 Part : 3 Course Code : Ent530

Course Name : Principles of Entrepreneurship

Assignment/ Project No. : 2 Due Date : Week 11 Submission Date : _____

Assignment/ Project Title : Case Study

Lecturer's Name : Dr Nor Zawani Bt Mamat

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