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TEKNOLOGI
MARA

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**CASE STUDY: COMPANY ANALYSIS
WAW COLLECTION**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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PROJECT TITLE : CASE STUDY COMPANY ANALYSIS (WAW COLLECTION)

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TABLE CONTENT	PAGE
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURE	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	
1.1 BACKGROUND OF STUDY	6
1.2 PURPOSE OF STUDY	7
2. COMPANY INFORMATION	8
2.1 COMPANY BACKGROUND	9
2.2 ORGANIZATIONAL STRUCTURE	10
2.3 BUSINESS PRODUCT/SERVICE	11
2.4 BUSINESS MARKETING AND STRATEGY	12
2.5 FINANCIAL ACHIEVEMENTS	13
3. COMPANY ANALYSIS	
3.1 SWOT	14 - 15
4. FINDING AND DISCUSSION	16
5. CONCLUSION	17
6. REFERENCES	18
7. APPENDICES	



LIST OF FIGURE

NO.	TITLE	PAGE
1.	Facebook page	8
2.	Organization	9
3.	Products Offered	10
4.	Picture of company achievement	12
5.	Google Meet with Nik Muhamad Abir Islami bin Nik (Founder)	18
6.	Marks of Turnitin	18



EXECUTIVE SUMMARY

Waw collection has been 3 years in business since 2019 until 2021. Nik Muhammad Abir Islami bin Nik Muhammad Azam is the founder of Waw collection. This company has their warehouse located in Batu Caves, Selangor. This business is conducted 100% online such as Facebook and Whatsapp. They used imported fabrics made from Japan and sewn entirely by the company's employees. ✓

This case study involves the information of Waw Collection company such as the background of the company, organizational structure, business product, marketing channel and strategy as well as their financial achievement. This case study is also an extensive study of how a company operates and manages their business and ✓ how they are facing their challenges that they are facing.

1. INTRODUCTION:

1.1 Background of The Study

Most students who want to pursue their studies at the Bachelor's Degree level in UiTM should take elective subjects especially the Principle Entrepreneurship (ENT530). This course was created to teach knowledge and skills in market needs, commercial possibilities and comprehension of vision. The basic elements of the entrepreneurship process, such as recognizing opportunities, creating value, deploying resources, and deploying people, should be explored in this course. This course also included networking skills, establishing and implementing company plans, idea generation, managing business, and evaluating the business climate.

Students will be able to examine problems and identify solutions as a result of this course. In addition, students will be required to undertake case studies for any of the companies. It will indirectly assist students in learning or adding knowledge about how to run their business and how the business operates. We chose the Waw Collection to do the case study in this subject.

Entrepreneurship education will train entrepreneurs how to form business plans and start new businesses by imparting information and skills in business-related topics. This type of education may build self-confidence, boost the economy, open doors, and assure social fairness. When you learn entrepreneurship, you may reap the benefits since it teaches you how to nurture entrepreneurship skills and how to think beyond the box. Many abilities, such as leadership, confidence, and even creativity, can be acquired by students and other persons in order to become entrepreneurs.

1.2 Purpose of The Study

The main purpose of a case study is to describe a situation, such as a business, organization, or institution. The goal of this case study is to determine the fundamental cause of a problem that was chosen by the organization. Furthermore, using important theoretical concepts from the prescribed units, this is one of the strategies to assess the situation. In order to solve the challenges that arose, the corporation provided its own alternatives.

Case studies can identify more carefully what is happening in a situation by describing certain aspects and also perform analysis based on theoretical categories. The case study also tells about the company in more depth about the product. The company's results from products and services can be illustrated through case studies. This case study can show how the product benefits the customer. This is also the best method for the company to be able to describe the product and also help the customer to know the product in more depth.

Through this case study, the company's success may be demonstrated. Not simply the theory, but the company verifies the outcomes it has obtained and the true tale told in the case study. Indirectly, it might benefit both the corporation and the customer. The evidence supplied will make it easier for the company to acquire the trust of others. These case studies are frequently used in exploratory research to help produce fresh ideas for both sides.

2. COMPANY INFORMATION

2.1 Background

Waw Collection is a company that sells clothing, namely kurtas of various designs and pants such as slacks and jogger pants that are sold online. This company was founded by a young businessman, Nik Muhammad Abir Islami bin Nik Muhammad Azam who is 26 years old this year. The name of this company is formed from a combination of the name of the company owner and his mother's name. This company was founded in 2019 which started with only one employee, the owner of this company. This business management building is located in Batu Caves, Selangor. There is a warehouse, a stockpile, and a packaging management place. Trading management is carried out 100% online. The products produced are made of fabrics imported from Japan and sewn entirely by the company's employees. ✓

The company's vision is to become a well-known clothing brand in Malaysia as well as be an example to other brands. The mission of this company is to provide the best quality products to customers in terms of materials, designs, and sewing that will captivate customers and provide exclusive services to customers. ✓

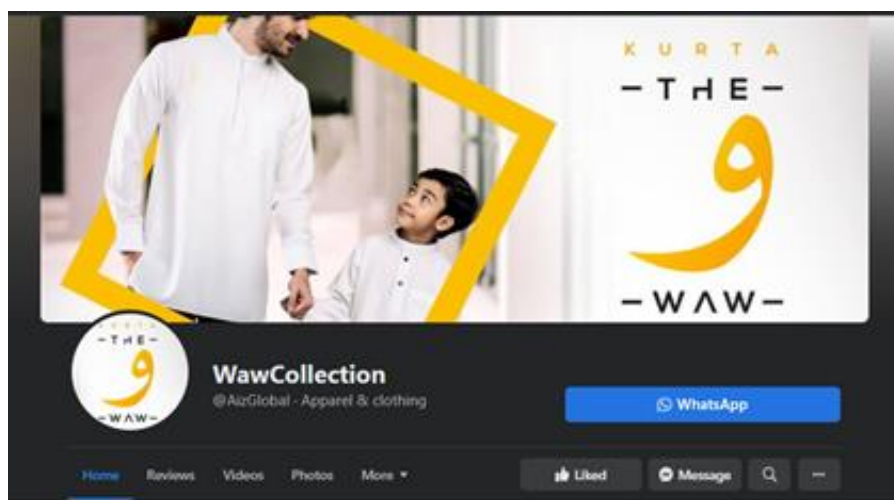


Figure 1: Facebook Page

2.2 Organizational Structure

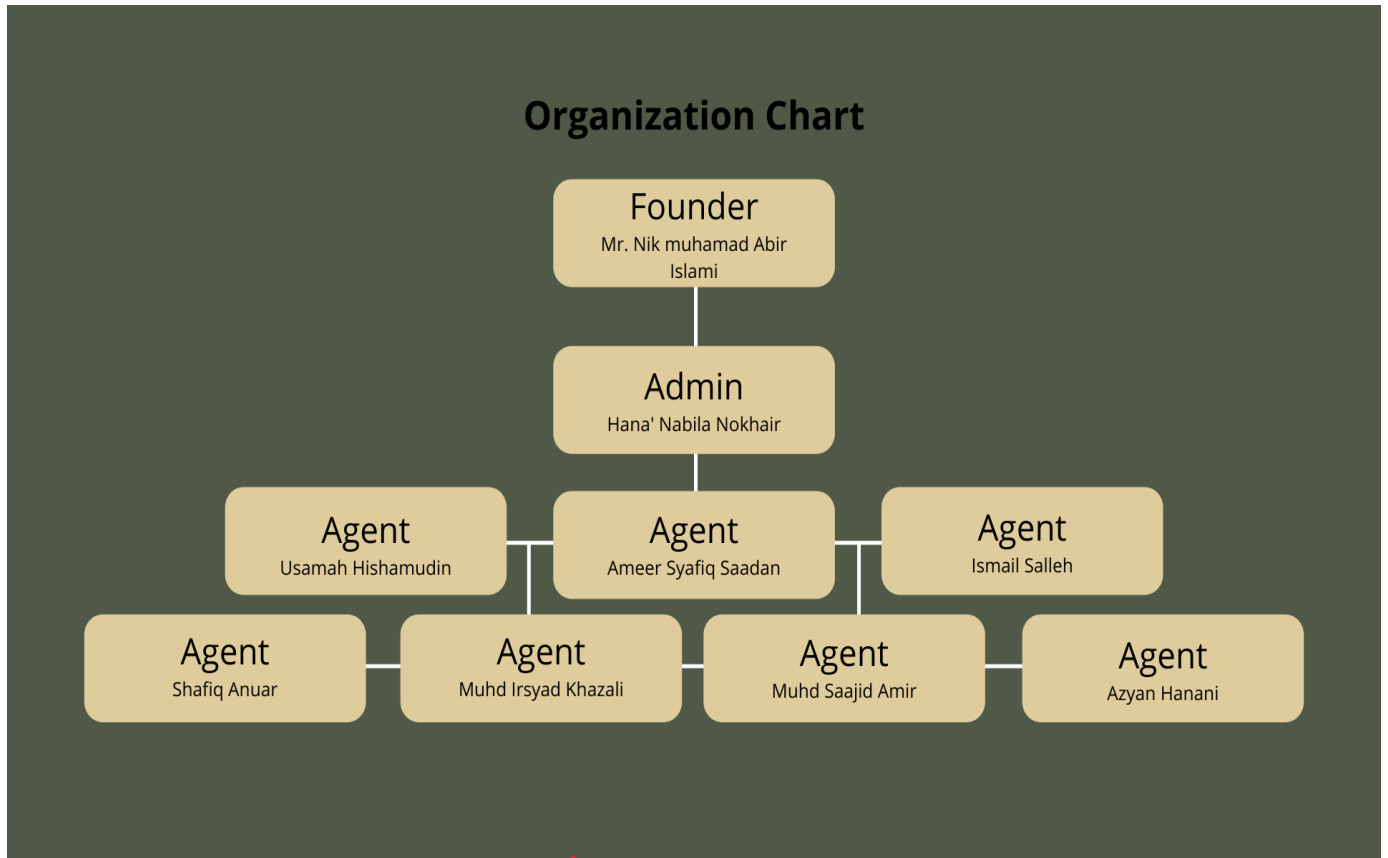


Figure 2: Organization Chart

2.3 Products / Service

The products produced and sold are kurta which has 4 designs named kurta Adam, kurta Idris, kurta Nuh, and kurta Hud which are available with more than 15 color options. Apart from that, there are 2 types of pants, namely slacks with 5 color options and jogger pants with 7 color options. The service offered to buyers is 100% online where the transaction takes place online between the buyer and the sales agent from the company. The medium used by customers and agents is WhatsApp where there will be transactions. Products sold will be delivered to customers by courier either by post or by cash on delivery (COD).



Figure 3: Products Offered

2.4 Business, marketing, operational strategy

The business that Waw Collection uses is indirect selling. The marketing that Waw Collection uses is fully online. They promote the product through social media such as Facebook and WhatsApp. All kinds of ads and promotions will be distributed on social media. The highest number of users and it shows a personalized approach to the product. Customer buying habits will be more thorough and use that information to develop sales strategies.

The first of the operational strategies for Waw Collection is customer-driven strategies. To fulfill the requirements and aspirations of a target market, operational strategies should include customer-driven initiatives. To provide it, a firm must create plans that analyze and adapt to changing surroundings, continually improve core skills, and continuously build new strengths. When assessing surroundings, a firm should keep an eye on market developments in order to acquire new possibilities and prevent potential dangers. Second is, investing in web design by using the website is the center of all digital marketing efforts, so easy to read, and interesting, it won't matter how much time you put into strategy development. Designs whether poster or advertisement designs are made by design companies to make websites modern, eye-catching, and mobile. Next is product and service development. The design, innovation, and added value should all be considered in product and service development strategies. When it comes to developing new client goods, a firm might choose to be first to market with a new product or service, wait for market innovations to improve upon them, or wait to see whether a company's invention is successful before moving forward. Companies should consider bundling a service with instantly observable and psychological advantages, as well as support services, while designing it. When creating a product or service, a firm should think about what its consumers want, how it compares to the competitors, and how its technical measurements connect to their requirements.

2.5 Financial achievement

Waw Collection has a target that every month at least needs to achieve ~~RM600,000~~ per month. But so far Waw Collection achieved more than ~~RM900,000~~ in one month even though during this pandemic Covid-19. Another achievement about Waw Collection is after 2 years being operated from home, now Waw Collection has their own warehouse to place every product that they have. Meaning to say that Waw Collection can keep their inventory in big quantities. Demand for jogger pants especially during this pandemic is so high from customers because the customer only can work-out from home because of Movement Control Order (MCO). So Waw Collection has the best inventory to keep their products in the warehouse. In addition, Waw Collection has got more than 18,000 "likes" on Facebook and more than 19,000 followers. This shows that customer acceptance of the product is high.

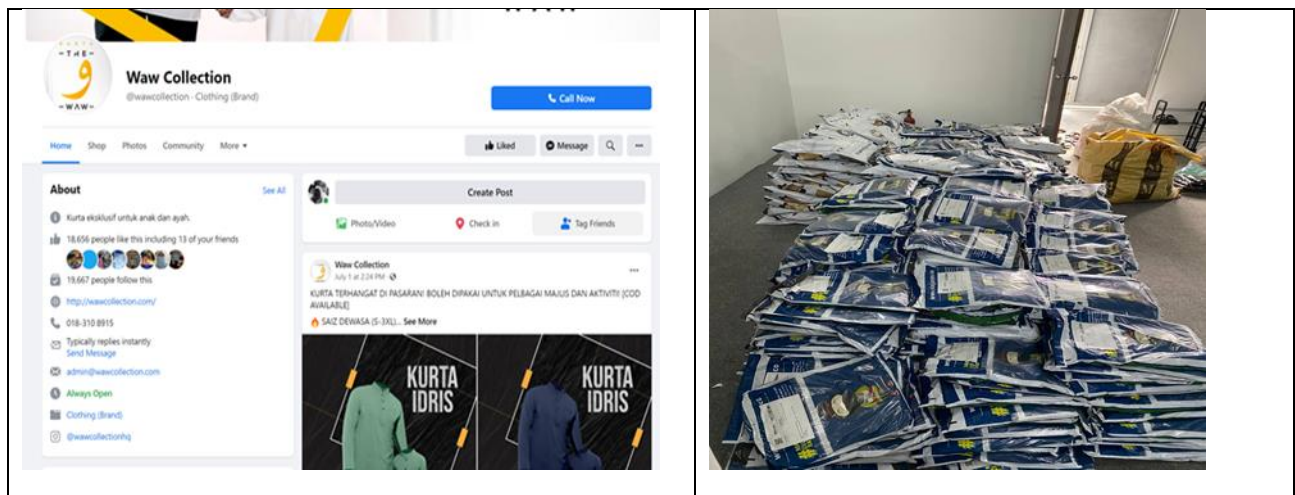


Figure 4: Picture of company achievement

3. COMPANY ANALYSIS

3.1 SWOT

a. Strengths

Based on the interviews that have been conducted, this apparel has become a trend among teenagers and adults. The services and quality of product have been their strengths to become more successful and they also have their regular customers. Waw Collection company also produces their product at an affordable price so that everybody can afford it.

b. Weaknesses

The weakness of apparel for the Waw Collection Company is the high shipping cost is more expensive, which reduces the profitability of the company sale. Waw Collection Company faces the absence of direct interaction with the end customer because they use the online business entirely. The current technology nowadays makes a company less interactive with the customer face to face. By using the online business, the company will have a small number of website buyers.

c. Opportunities

Joint ventures can be one of the opportunities to expand more Waw Collection Company and to produce more so customers can get their products in an available store. Social media advertising is important to gain more followers and to be known in the industry. It can help to boost up the rate of the company with creative advertising.

d. Threats

Bad customer reviews because of late shipping. this is the weakness, not a threat It can cause customers to lose their patience and make them wait, then they give bad reviews that can affect the Waw Collection Company. Local competition can affect a company because they have more fans and products on their company rather than Waw Collection Company.

4. FINDINGS AND DISCUSSION

In a general store, the consumer receives his purchase and leaves the establishment. This circumstance, however, is not the same as e-commerce. In e-commerce, the customer sends money for a product that they have not yet received. He anticipates the arrival of his order with bated breath. If the delivery service provider loses a box, the product is damaged during transport, or just lags overdue before shipment, problems can still develop. This can lead to customer unhappiness, which must be addressed.

The goal is to be open and responsive, as well as to keep customers informed as quickly as feasible. If working with a delivery company to track down a lost parcel, keep the customer updated on progress rather than waiting for the customer to hear the news. In the same way, if running late with parcel preparations, let them know when it'll be ready to ship. If the goods were damaged during shipping, offer a rapid solution in accordance with a legal notice, such as a full or partial refund or a replacement.

Internet users who have gotten good communication in the case of a lawsuit are more likely to stay loyal to the e-commerce site, 95% of negative opinions transform into loyal customers if a solution is found. The timeliness of a company's after-sales service has a significant impact on its image.

Regarding The Edge Market, (2020). Boosting deliveries for e-commerce. The movement control order (MCO) definitely boosted e-appeal. Commerce's at this moment, delivery service providers are attempting to fulfill the increased package shipment volume while still adhering to the Covid-19 pandemic's limitations. At the same time, numerous consumers have taken to social media to complain about late delivery or damaged products. Some small and medium business (SME) owners who relied on delivery to keep their businesses afloat during the MCO period voiced dissatisfaction with some participants' sluggish service. When contacted about the concerns, a spokesman for Pos Malaysia Bhd informs Enterprise via email that the company has seen an increase in parcel traffic since the MCO began. Other delivery businesses, such as GD Express Sdn Bhd and City-Link Express, have also encouraged their clients to be patient with delivery timeframes, especially before Hari Raya Aidilfitri, on social media. If a shipment is delivered with

damaged packaging or content, Pos Malaysia will call the recipient and arrange for a staff-led inspection of the contents at a Pos Laju center. The recipient has the option of accepting the package or returning it to the sender. Senders should verify that all products are properly packaged in the appropriate box, with enough packing material and appropriate box seals, according to the spokesman.

According to Malaysia Mail, (2020). International shipping services were temporarily suspended due to the effects of covid-19. Level restrictions on flight restrictions, airport closures, and cross - border services between destination countries. A freeze letter has been issued by Pos Malaysia and this announcement will disrupt supply worldwide as this is one of the efforts to reduce the spread of covid-19.

5. CONCLUSION

The conclusion that can be concluded in this case study is students can gain knowledge about this subject which is Principles of Entrepreneurship. A good entrepreneur should have a good skill, how to convince customers about the product that they produce, it's secure without any harm. All this is needed to be an entrepreneur. The knowledge and skills that students need to apply when they are in the field of business can be acquired through entrepreneur education. This lesson can also help all students apply this knowledge and they always be prepared to face all the problems of business in future. More people can explore this entrepreneur industry to open more job opportunities that can help many jobless out there. Indirectly, it can give benefits to others.



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7. APPENDICES



Figure 5: Google Meet with Nik Muhamad Abir Islami bin Nik (Founder)

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ORIGINALITY REPORT			
18%	8%	1%	16%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS
PRIMARY SOURCES			
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2	Submitted to Westford School of Management	Student Paper	5%
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Figure 6: Marks of Turnitin