



## **ASSIGNMENT 1:**

### **CASE STUDY: COMPANY ANALYSIS**



**DENDERAM SURI BY ZAI OTHMAN**

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**Faculty** : **FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**Program Code** : **CS246**

**Group** : **6C**

**Course** : **TECHNOLOGY ENTREPRENEURSHIP**

**Semester** : **OCTOBER 2021 – FEBRUARY 2022**

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**Submission Date:**

**22-11-2021**




**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA, MALAYSIA**

## **ASSIGNMENT 1: CASE STUDY (20%)**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)  
SEMESTER: OCTOBER 2021 – FEBRUARI 2022**

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## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful.

Alhamdulillah, all praises to Allah and His blessing for the completion of this case study report. I am grateful to God for all the opportunities, hardships and strength that have been showered on me to finish this case study report.

There are several individuals assisting me in completing this report. First and foremost, I would like to sincerely thank my lecturer, Sir Farhi Bin Razali for his guidance throughout this assignment as well as the completion of this case study report. Having he as my lecturer has been a tremendous pleasure and honour. I would also like to extend my appreciation to Puan Rozaimah Binti Othman, the owner of Denderam Suri for providing me with a wealth of information on the business. Last but not least, I would like to express my gratitude to my family members for their untiring support while preparing this case study report.

May God bless the above mentioned individuals with success and honour throughout their lives.

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## **EXECUTIVE SUMMARY**

This report is an attempt to understand how theories can be put into a practice. This study has also aided in the investigation of the business. So, after conducting a comprehensive study, I am able to determine what the business's major problem. As a result, several ideas have been explored to fix each of the main problems based on the issue faced by the business.

So, to complete this case study report, I visited Denderam Suri at Johor to analyze the background of the business as well as to identify what is the main current issues faced by the business. This business sells a home-made product that was created by a housewife. To gain more information about the business, I conducted an interview session with Puan Rozaimah Binti Othman who is the owner of Denderam Suri. During the interview session, a lot of information that have been gained to complete the case study report. She also encourages others to be an entrepreneur.

After analyze the information that have been gained from the interview session, the business currently faced a lot of problems. Based on the problems, there are three major problems faced by the business. First and foremost, no record of kuih denderam sales. All data about the sales can only be estimated. Next, the business faced a problem with producing large quantities of kuih denderam. This is because the business uses a manual technique to mould the kuih denderam into the desired shape. Last but not least, the business faced difficulty to increase the customer demand. This is due to the business not pay much attention on the marketing part.

Thus, there are various solution that have been stated in order to solve the mentioned problems. So, based on the solution that have been stated, it is require to choose only one best solutions. First and foremost, for the first problem, it is recommended to have a company web-based system. Next, for the second problem, it is recommended for the business to purchase kuih denderam moulding machine. Lastly, for the third problem, it is recommended to take fully advantage of using Shopee platform. Therefore, by applied all the solutions in the business, the business will be able to run more smoothly and be more successful in the future.

## **1.0 INTRODUCTION**

### **1.1 Background of The Study**

On the east coast of Peninsular Malaysia, kuih denderam is also known as kuih peniaram, kuih genderam, kuih derang, kuih benderang, and kuih genderang. Kuih denderam is a local delicacy. It originated in southern India and has since gained popularity among Malaysians. Adhirasam is the name given to kuih denderam in southern India, and one of the ingredients that they used is black paper. Kuih denderam is characterized as a sweet traditional food due to its sweetness from the excessive usage of brown sugar.

In this research, I interviewed with Puan Rozaimah Binti Othman, the owner of Denderam Suri. Denderam Suri is a small business that sells a home-made kuih denderam. This business is located in Masai, Johor and it is also where this small business began. The main product of this small business is kuih denderam. Aside from kuih denderam, she also sells laksa penang, but only if there is a demand from customer.

I chose this small business as the subject of my research to understand more about how it operates and to offer some suggestions or ideas to assist in improving the business at a higher level.

### **1.2 Problem Statement**

According to the observations and interview session with Puan Rozaimah Binti Othman, there are a few issues in the business that can be obtained.

First and foremost, there are no records of kuih denderam sales. As a result, she had no idea how much profit or loss she made. She can only guess or assume the amount of profit and loss that she gained. This is due to the ingredients to make kuih denderam is at low cost. Due to that factors, she was unconcerned with the profit or loss that she made. However, when the business is slow, this situation will become more complicated.



Furthermore, the business faced a problem with producing large quantities of kuih denderam. This is because the lack of utensils is one of the factors on why producing the kuih denderam becomes slow. Other than that, the utensils that the business are used are outdated. Therefore, it is difficult to produce a large quantity of kuih denderam in a short time.

Besides, the owner of Denderam Suri finds difficulty to increase the customer demand. This is due to the business did not put a much attention on marketing. She did not increase her knowledge on marketing. Besides, she also did not regularly advertise the product in the media. Thus, it is difficulty to increase the customers demand for the product.

### **1.3 Purpose of The Study**

The purpose of the study is to acquire the complete access to the details of business Denderam Suri in order to identify problems and come up with the best possible solution for the given problems. Besides, SWOT analysis is used to analyze more detail about the performance of the Denderam Suri's business. Its purpose is to examine the strengths, weaknesses, opportunities, and threats. As a result, a successful strategy for the business in future can be devised.

## 2.0 COMPANY INFORMATION

### 2.1 Company Background



Figure 1: Business Logo

<b>Business's Name</b>	Denderam Suri
<b>Business's Owner</b>	Puan Rozaimah Binti Othman
<b>Address</b>	No. 54 Jalan Rimba 53 Bandar Seri Alam, 81750 Masai, Johor
<b>Business Phone Number</b>	013-7488211
<b>Business Activity</b>	Sold a home-made kuih denderam. Apart from that, laksa penang is also available for purchase, but only if there is a demand from customer.
<b>Year of Starting Business</b>	Since the beginning of 2016 until now
<b>Number of Workers</b>	3 workers

Table 1: Company Information

## 2.2 Organizational Structure

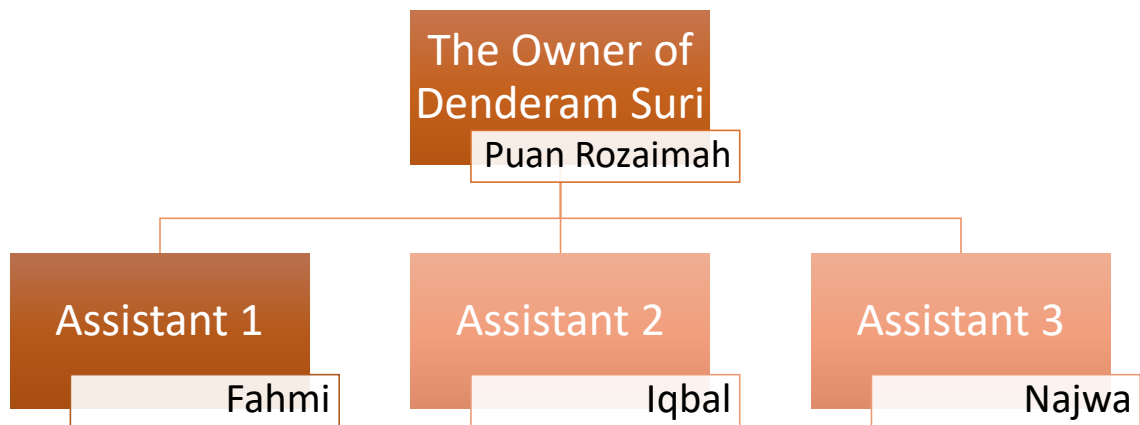


Figure 2: Organizational Chart

This diagram depicts the current organization chart of the business Denderam Suri. Based on the above diagram, the owner of Denderam Suri, Puan Rozaimah Binti Othman, is shown as the top management of the business. As the owner of Denderam Suri, she had a significant amount of responsibilities to handle the business and making sure her business ran smoothly and according to her specifications. Aside from that, Denderam Suri's owner employs three workers. The workers are in charge of assisting the owner from the beginning of the kuih denderam making process to the finish of the kuih denderam packing process.

## 2.3 Products/Services

### **Kuih Denderam**



Figure 3: Kuih Denderam

#### **Price:**

- RM 3.00 for 20 pieces of kuih denderam.
- RM 6.00 for 50 pieces of kuih denderam.

#### **Recipe for approximately 120 pieces of kuih denderam**

#### **Ingredients:**

- 500g of rice flour
- 400g of brown sugar
- One cup of water

#### **Method of Preparation:**

1. To begin, combine the brown sugar as well as water in a pot and boil it until the brown sugar is completely dissolved.
2. Next, stir it in the rice flour until everything is fully mixed.
3. Then, place the dough in a covered container and set it aside overnight.
4. Finally, the kuih denderam is ready to be fried.

## **2.4 Business, Marketing, Operational Strategies**

The owner of Denderam Suri has planned and applied the business, marketing as well as operational strategies in her business to achieve such a long term business. The following are the strategies that have been employed thus far.

Denderam Suri strategy is to sell any type of home-made products at a reasonable price. This mission statement is not only applied to the home-made products, but also to the delivery fee. Currently, the delivery fee for the nearest location is between RM 0.50 to RM 1.00. However, this delivery fee does not apply to locations that are too far away.

Besides, as part of her marketing approach, the owner of Denderam Suri sells the kuih denderam on Facebook by using her personal account. Not only that, she also sells kuih denderam on Shopee by using her son's Shopee account. Then, she also promotes her kuih denderam through a WhatsApp group. She always remarked that sustenance is everywhere but effort and faith in Allah are the most crucial factors.

Next, the operational strategy that have been implemented in the business is the business was able to hire an agent. It is an important aspect of the business because it can help to increase the sales of kuih denderam.

## **2.5 Financial Achievements**

Based on an interview session with Denderam Suri's owner, Puan Rozaimah Binti Othman, the business began operation in 2016. In the year of 2016, kuih denderam is in the process of experimenting by giving her neighbors a taste. When she received the positive feedbacks from her neighbors, she started selling kuih denderam until now.

Next, in the terms of average sale, kuih denderam's average sale has risen year after year. According to her, kuih denderam is also delivered to a factory in Pasir Gudang, Johor as well as to a wedding reception. Aside from that, this business managed to get an agent. This is necessary in order to speed up the sale of kuih denderam. She also stated that the largest monthly sales of kuih denderam have been sold is over RM 500.00 per month.

### 3.0 COMPANY ANALYSIS

#### 3.1 SWOT

Company SWOT Analysis			
Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Denderam Suri provides kuih denderam at an affordable price.</li><li>• The delivery fee is quite inexpensive.</li><li>• Denderam Suri provides the consistent quality of kuih denderam.</li><li>• The product itself require low capital.</li></ul>	<ul style="list-style-type: none"><li>• Making kuih denderam with limited tools.</li><li>• Do not pay much attention to marketing.</li><li>• Do not record the sales of kuih denderam.</li></ul>	<ul style="list-style-type: none"><li>• Hire a marketing expert.</li><li>• Join entrepreneurial programs.</li><li>• Advance the current kitchen tools into more technological kitchen tools.</li><li>• Uses special deals to entice customers to buy.</li></ul>	<ul style="list-style-type: none"><li>• Competitors have a similar product.</li><li>• Negative feedbacks from customers.</li><li>• Costs of suppliers have increased.</li></ul>

Table 2: SWOT

## **Strengths**

The strengths of this business are:

**1. Denderam Suri provides kuih denderam at an affordable price.**

Denderam Suri offers kuih denderam at a very reasonable price. For example, 20 pieces of kuih denderam, cost only RM 3.00. Next, 50 pieces of kuih denderam are available for only RM 6.00. This aligns with their mission statement, which states that they sell any type of home-made products at a reasonable price. As a result, many people are able to purchase it.

**2. The delivery fee is quite inexpensive.**

Denderam Suri charges a very low delivery fee. The delivery charge for the nearest place, for example, ranges from RM 0.50 to RM 1.00. This delivery price, however, does not apply to areas that are excessively far away.

**3. Denderam Suri provides the consistent quality of kuih denderam.**

Denderam Suri consistently produces high-quality kuih denderam. Despite the fact that kuih denderam is sold at a low cost, the quality of the product is paramount. This is due to her desire to build a long-term business.

**4. The product itself require low capital.**

The primary ingredients used to make kuih denderam were brown sugar and rice flour. These are two low-cost ingredients to produce kuih denderam. As a result, this product merely requires a little amount of capital.

## **Weaknesses**

The weaknesses of this business are:

### **1. Making kuih denderam with limited tools.**

Denderam Suri only have limited tools to produce kuih denderam. As a result, the production of kuih denderam would be slow. In addition, if the order is large, it causes weariness for both the owner and the employee. This is due to the fear of not being able to execute the order within the appointed time.

### **2. Do not pay much attention to marketing.**

Denderam Suri did not devote a significant amount of money to marketing. As a result, kuih denderam sales would be slow and the product will be unable to scale up. Thereby, there is no big achievement at the end of the day.

### **3. Do not record the sales of kuih denderam.**

The owner of Denderam Suri does not keep track of kuih denderam sales. However, she can make an estimation based on the sales of kuih denderam she received in a month. This is not ideal for a business that wants to be successful in the long term. This is because she need to know the exact sales of the product and how much profit as well as loss that she made.



## **Opportunities**

The opportunities of this business are:

### **1. Hire a marketing expert.**

By hiring a marketing expert, it is possible to increase the sales of kuih denderam. Besides, the owner of Denderam Suri can improve more knowledge in marketing. Marketing knowledge is a vital since it will assist entrepreneurs in selling their products.

### **2. Join entrepreneurial programs.**

Joining entrepreneurial programmes is one of the opportunities that the owner of Denderam Suri can take advantage of. There are numerous government programs that entrepreneurs can participate in. Negosyo Centers is an example of a government program for entrepreneurs. This center will assist people in starting a business. Besides, this center offers three primary services which are business registration assistance, business advisory services as well as business information and advocacy.

### **3. Advance the current kitchen tools into more technological kitchen tools.**

Other than that, Denderam Suri can advance the current kitchen tools that used to produce kuih denderam into more technological kitchen tools while maintaining the quality of kuih denderam. This is essential since producing such a large amount of kuih denderam will be more beneficial in the future. Aside from that, being able to save time while producing such a vast quantity of kuih denderam is a huge plus.

### **4. Uses special deals to entice customers to buy.**

By offering special deals to entice customers to buy, it can attract new customer to buy the product. It is important to increase the number of customers and also to boost the sales of kuih denderam.

## **Threats**

The threats of this business are:

### **1. Competitors have a similar product.**

Denderam Suri's competitors sell a product that identical to Denderam Suri's in the same category. This type of competitor is called as direct competitors. In this scenario, Denderam Suri must be unique while maintaining a high level of kuih denderam quality.

### **2. Negative feedbacks from customers.**

Receiving negative comments from customers can have a minor impact on the business. This is because the major thing that a customer will notice before purchasing a product is the reviews and ratings. As a result, maintaining the quality of kuih denderam is a must.

### **3. Costs of suppliers have increased.**

One of the threats that all entrepreneurs fear of is there is an increasing in supplier costs. This is because it has the potential to cut a product's price or any other component of the product, causing the customer to seek out other products to purchase.

#### **4.0 FINDINGS OF PROBLEMS/ISSUES**

Every business must deal with a variety of problems or issues that arise throughout time. By being able to quickly identify the problems or issues, the issues can be solving as soon as possible. The purpose of this section is to highlight the most significant problems or issues that can be found in business Denderam Suri.

**1. Problem/Issue 1: No Record of Kuih Denderam Sales**

Denderam Suri does not keep track of product sales. All information regarding a product's sales is kept in the brain. This scenario will be getting worse if the owner of Denderam Suri is getting ill or absence. This is owing to the fact that no one else is capable of running the company during times of illness or absence. Due to that issue, it can affect the performance of the business. Furthermore, without a reliable record of product sales, it is difficult to determine the actual profit and loss, as well as to track the progress of the business.

**2. Problem/Issue 2: A Problem with Producing Large Quantities of Kuih Denderam**

Denderam Suri is having problem in producing such a large quantity of kuih denderam. The lack of utensils in the kitchen is the reason behind this. Aside from that, the utensils that they used are outdated. As a result, to produce such a huge number of kuih denderam is challenging. If the business continues to utilize outdated utensils in a few more years, the business will be unable to compete with their competitors and the sale of kuih denderam could not go any further. This is owing to the slow production of the product.

**3. Problem/Issue 3: Difficulty to Increase the Customer Demand**

Denderam Suri facing a difficulty to increase the customer demand. This is due to the circumstance that occurs in the business. The circumstance is Denderam Suri did not pay much attention to marketing. This is due to a lack of marketing knowledge. For the business to be successful, it is important to capture the attention from the customer by consistently advertise the product in various media in order to increase the customer demand. Therefore, it has the potential to increase kuih denderam sales month after month.

## 5.0 DISCUSSION OF SOLUTIONS

Based on the problems that faced by Denderam Suri, there are various solutions that have been suggested to solve all of the problems.

### 1. Suggested Solution for Problem/Issue 1

Based on the issue outlined in first issue, which is there is no record of kuih denderam sales. So, to solve this problem, Denderam Suri can purchase software from the third party company. For example, buying software from ICompuCare. By purchasing it, all of the data regarding the sales of kuih denderam is recorded in the system. In addition, the owner can also know the performance of the business. The disadvantage for this solution are there will be some issue on security as well as the potential of hidden costs. Other than purchasing the software, Denderam Suri can also create a business web-based system. The web-based system's functionality and features will be tailored to the demands of the company. The disadvantages of this option is that it necessitates the engagement of IT professionals with extensive experience in system development. All in all, these two solution facilitate the owner to manage the business.

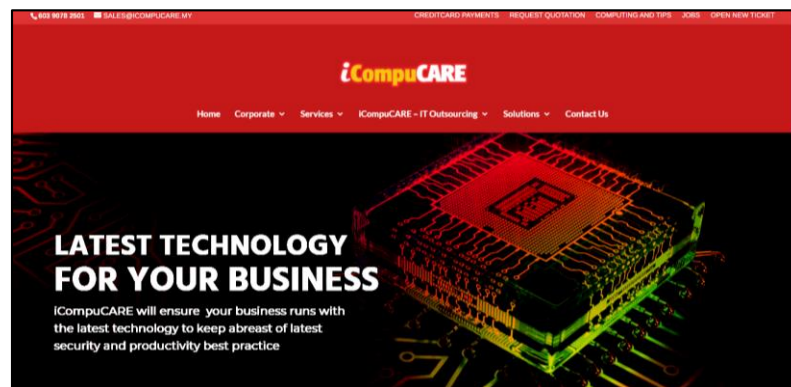


Figure 4: Homepage of iCompuCARE

## 2. Suggested Solution for Problem/Issue 2

According to the issue indicated in the second problem, which is Denderam Suri had a problem with producing such a large quantity of kuih denderam. This is due to the business is still use a manual process in which they use a doughnut cutter to get the desired shape. So, the process of producing the product is slow. Thus, to solve the problem that has been mentioned, Denderam Suri can invest in a high technology machine. For example, the business can purchase kuih denderam moulding machine. This machine has been designed and developed with innovative features. This machine prioritizes the quality, safety of the product, the production, the processing rates, the cost operation as well as minimal space usage. The disadvantage for this solution is that the business need to invest such a lot of money on the machine. Other than purchasing a machine, the business can add more utensils to speed up the production of the product. The good side by using this solution, the utensils are not costly. However, the bad side of this solution is that, the business is still using a manual process in this technological era. Due to that situation, the business cannot compete with the others successful business. All in all, these two solutions will not take such a long time to produce the product and it will be able to serve in a large quantity.

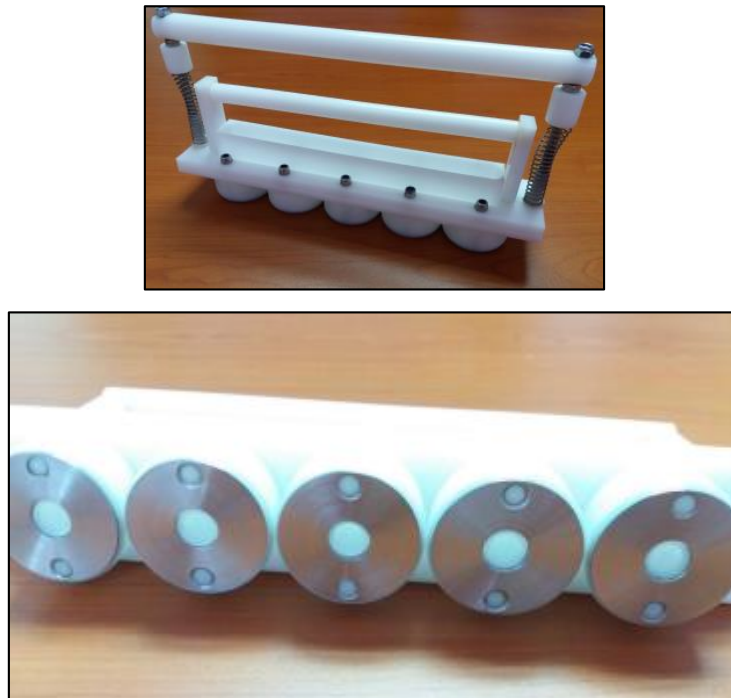


Figure 5: Kuih Denderam Moulding Machine

### 3. Suggested Solution for Problem/Issue 3

In accordance with the third problem mentioned above, which is difficulty to increase the customer demand. Therefore, to solve this problem, firstly, the owner of Denderam Suri needs to increase the knowledge on marketing. It is the most critical step that must be taken. Furthermore, she needs to update about the product regularly in the social media and it is a very easy technique to increase demand and ultimately boost sales. The drawback for this solution is that it is time consuming to update the product every day. Besides, she can take fully advantage of Shopee platform to advertise the product by using Shop Search Ads. The primary function of Search Ads is the shop can appear at the top of the search results page, which will encourage shoppers to visit the shop. The drawback for this solution is that certain customers get easily distracted by advertisements. All in all, by implementing all these methods it can help to increase the sales of the product.

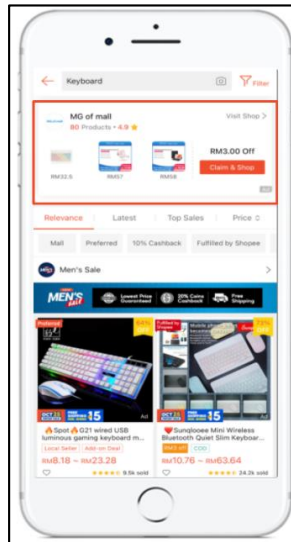


Figure 6: Shopee Search Ads

## **6.0 RECOMMENDATION AND IMPROVEMENT**

Based on the suggestion solution that has been discussed for the first problem, I recommended to have a company web-based system for the business Denderam Suri. By developing a web-based system, all system's functionality and features will be tailored to the demands of the company. As a result, the system will be furnished with all of the information that the business requires, and it will take a short time to understand the system's functionality.

Next, based on the suggested solution for second problem that has been addressed, I recommended for the business to purchase kuih denderam moulding machine. This is to make the production of kuih denderam faster. So, by using this machine, it takes short amount of time to produce kuih denderam in a huge quantity. Due to that, the business can be run more efficiently and more productive. The best part about using this machine is that it can help the employee and the owner of Denderam Suri conserve energy.

Furthermore, based on the proposed solution for the third problem that has been mentioned, I recommended for the business to take fully advantage of using Shopee platform to advertise the product. This is because there is a good functionality that provide by Shopee which is Shop Search Ads. This Search Ads can display the shop at the top of the search results page, enticing customers to come in. Therefore, it is possible to increase the demand from the customer and boost the sales of the product.

Besides, my suggestion to improve the business is by doing a video marketing. According to Forbes, 90% of customers think that product videos help them make purchasing decisions, and 64% say that watching a video makes them more likely to buy. In addition, currently, many people love to watch videos to gain information and to understand on some topic. Thus, if such an opportunity is not grabbed by the business, it is such a huge waste.

## **7.0 CONCLUSION**

In conclusion, there are three main problems that faced by Denderam Suri which are no record of kuih denderam sales, a problem with producing large quantities of kuih denderam and difficulty to increase the customer demand. Thus, several solutions have been explored for each of the concerns. Finally, based the solutions that have been discussed, I came out with one best solution for each of the problems in order to resolve the issue. First and foremost, for the first problem, I have been recommended to have a company web-based system for the business Denderam Suri to solve that related issue. Secondly, for the second problem, I recommended for the business to purchase kuih denderam moulding machine to speed up the production of the product. Lastly, for the last problem, I recommended to take fully advantage of using Shopee platform to advertise the product. It is because if the popular online shopping platform is not completely utilized, it is a huge waste.



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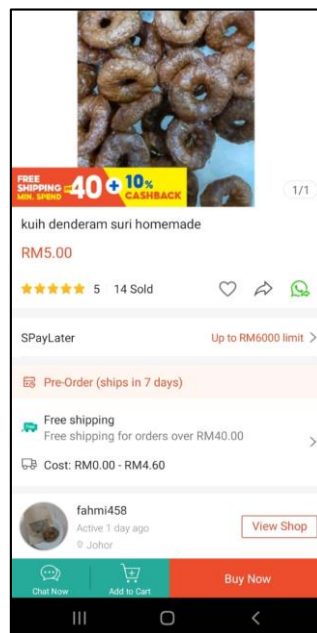
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## APPENDICES



The owner of Denderam Suri, Puan Rozaimah Binti Othman



Kuih denderam is sells on Shopee by using her son's Shopee account.