



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# CASE STUDY: AIR TERJUN LAUNDRY

## PREPARED BY:

STUDENT NAME : NURUL ANIES SURAYA BINTI YOUNG ROCKIE  
STUDENT NUMBER : 2017282628  
FACULTY : FACULTY OF MATHEMATICAL SCIENCES AND COMPUTER  
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS  
SEMESTER : 6

## PREPARED FOR:

MADAM AZZAH BINTI AMRAN

## **ACKNOWLEDGEMENT**

In the name of Allah, Most Beneficent and Most Merciful. Praise to Allah (SWT) for granting me with great motivation, health and emotional support in order to complete this case study report for subject Technology Entrepreneurship (ENT600).

A deepest gratitude I give to my lecturer, Madam Azzah binti Amran for her constant guidance, encouragement and support in completing the report. I am very thankful for providing me necessary information and direction in improving the quality of the report. The given additional information and comments have been very useful.

In addition, a big thank goes to University of Technology MARA for equipping the students with good environment and facilities. Furthermore, I would like to thank Faculty Computer and Mathematical Sciences of UiTM for giving me the golden opportunity to learn the process taken in order to be a successful entrepreneur by introducing this subject.

Besides, I would like to express my special thanks to the owner of the Air Terjun Laundry, Encik Soleh for his kindness in answering questions regarding his laundry company in the process of completing this report. The purpose of choosing Air Terjun Laundry is due to the reason that I want to gain knowledge on how Encik Soleh manages his laundry business.

I am also indebted to my parents for supporting me throughout the process. I am also fortunate for being surrounded by many people that are contributing towards the accomplishment of the objectives of the study.

## TABLE OF CONTENTS

	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	ii
<b>TABLE OF CONTENTS</b>	iii
<b>LIST OF FIGURES</b>	iv
<b>LIST OF TABLES</b>	v
<b>EXECUTIVE SUMMARY</b>	vi
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Purpose of the Study	2
1.4 Theory Used	2
<b>CHAPTER TWO: COMPANY INFORMATION</b>	
2.1 Company Background	4
2.2 Organizational Structure	5
2.3 Products/Services	
2.3.1 Wash	5
2.3.2 Dryer	6
2.4 Technology	7
2.5 Business, Marketing Operating Strategy	
2.5.1 Business Strategy	7
2.5.2 Marketing Strategy	8
2.5.3 Operational Strategy	8
2.6 Financial Achievements	9
<b>CHAPTER THREE: COMPANY ANALYSIS</b>	
3.1 SWOT Analysis	10
3.2 Elements of SWOT Analysis	11
<b>CHAPTER FOUR: FINDINGS AND DISCUSSION</b>	14
<b>CHAPTER FIVE: CONCLUSION</b>	15
<b>CHAPTER SIX: RECOMMENDATION AND IMPROVEMENT</b>	16
<b>REFERENCES</b>	17

## LIST OF FIGURES

FIGURES	PAGE
Figure 1.1: Flow Chart of Entrepreneurial Process	3
Figure 2.1: Maps of Air Terjun Laundry	4
Figure 2.2: The Organizational Structure of Air Terjun Laundry	5
Figure 2.3: Washing Machines	6
Figure 2.4: Dryers	6
Figure 2.5: Online Strategy	8
Figure 3.1: SWOT Analysis	10

## LIST OF TABLES

<b>TABLES</b>	<b>PAGE</b>
Table 1.1: Difference of entrepreneur and businessman	3
Table 2.1: Price for each services	4