

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

AIR TERJUN LAUNDRY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS [CS241]

GROUP : CS2416C

PREPARED BY : NURUL ATHIRAH BINTI ANUAR

NO MATRIX : 2017404826

SUBMITTED TO: MADAM AZZAH BINTI AMRAN

ACKNOWLEDGEMENT

We begin in the name of Allah, Most Beneficent and Most Merciful. Praise to Allah SWT for providing us with great health, strength and emotional supporting for the completion of this new product development report as one of the requirement that need to be accomplished in the course work assessment for subject Technology Entrepreneurship (ENT600).

The success and final outcome of this assignment required a lot of guidance and assistance from my lecturer, Madam Azzah which made me complete the report on the time. I extremely grateful to her for providing such a nice support. Without her, I would not be able to complete this case study report.

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 by offering this subject which it allows me to learn about the process and characteristics needed to be a successful entrepreneur.

Besides, I would like to express my special thanks the owner of the Air Terjun Laundry, Encik Mohd Soleh for his kindness in helping me to answer all of my questions regarding his laundry company in the process of completing this report. The purpose of choosing Air Terjun Laundry as my topic is because I want to explore how Encik Soleh make profit through his laundry business.

Last but not least, I am thankful to my lovely family members and friends for their continuously supports and understandings. I will go through many obstacles to finish this case study report without them.

TABLE OF CONTENTS

ACKNOWLEDGEMENT TABLE OF CONTENTS LIST OF FIGURES LIST OF TABLES EXECUTIVE SUMMARY	PAGE 1 2 3 4 4
CHAPTER 1: INTRODUCTION	
1.1 Background of the Study1.2 Problem Statement1.3 Purpose of the Study1.4 Theory Used	6 7 7 8
CHAPTER 2: COMPANY INFORMATION	
2.1 Company Background 2.2 Organizational Structure 2.3 Products/Services 2.3.1 Wash 2.3.2 Dryer	9 10 10 10 11
2.4 Technology	11
2.5 Business, Marketing, Operating Strategy 2.5.1 Business Strategy 2.5.2 Marketing Strategy 2.5.3 Operational Strategy	12 12 13 13
2.6 Financial Achievements	14
CHAPTER 3: COMPANY ANALYSIS	
3.1 SWOT Analysis 3.1.1 Elements of SWOT Analysis	15 16
CHAPTER 4: FINDINGS AND DISCUSSION	20
CHAPTER 5: CONCLUSION	21
CHAPTER 6: RECOMMENDATION AND IMPROVEMENT	22
REFERENCES	23

LIST OF FIGURES

FIGURES	PAGE
Figure 2.1: Maps of Air Terjun Laundry	9
Figure 2.2: The Organizational Structure of Air Terjun Laundry	10
Figure 2.3: Washing Machine	11
Figure 2.4: Dryer	11
Figure 2.5: Online Strategy	13
Figure 3.1: SWOT Analysis	15

LIST OF TABLES

TABLES	PAGE
Table 1.1: Difference of entrepreneur and businessman	8
Table 2.1: Company Information	9
Table 2.2: Price for each services	14