



COMPANY ANALYSIS

PILOT CORPORATION

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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SEMESTER : 6 (B)

NAME : WAN MOHD ZAWIR BIN WAN MOKHTAR

MATRIC NO : 2018264284

LECTURER'S NAME : MADAM YUSRINA HAYATINIK MUHAMMAD NAZIMAN

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Executive Summary

This is an attempt to provide a concise, high-level overview of the background and purpose, important findings, conclusions, and recommendations of a project. Basically, this report analyse the product of Pilot Corporation Company in order to increase the quality of the product.

The first part of the report is the intro of the study and what the issues that have been faced currently. In addition, the purpose of this study is to have full access to the specifics of this product and its company.

The second part is the general information about the company are being summarize. All the information is gathered from secondary source which from their websites. Under the company background, there will be their history, achievement, and their contribution of the Pilot Corporation Company. Other than that, their organization structure are being attach in this report. It also mentioned about how they market and operational their strategy in order to achieve their objective and how they manage their financial statement.

Next is SWOT analysis. It is the important thing as a method widely used for strategic planning. SWOT analysis helps a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning. In this part, internal factors and external factors of the company are being mentioned.

After identified the SWOT analysis of the company, there is a need to find the problems based on the weakness and the threats of the company. Every problem should have their solutions. Moreover, the finding of the problems is being discussed in the report in order to find the solutions. Thus, recommendation and improvement are the conclusion from the problems and solution.

1.0 Introduction

The product suggested by our group is marker pen. Permanent markers are durable pens that can be written on surfaces such as glass, plastic, wood, steel, and stone. The ink is usually resistant to friction and heat, and can last for several years. However, depending on the surface and the marker used, the traces can often be removed with either intense scrubbing or with chemicals such as acetone. A whiteboard marker, or a dry-erase marker at some places, uses an erasable ink, designed to be used on a glossy (or matte-finished), non-porous writing surface, for temporary writing with overhead projectors, whiteboards, and the like. However, there is a comment that it is hard to see the writing when in the dark situation especially in the classroom. So our suggested product will be glow in the dark. When write at walls or paper or whiteboard, the writing will be glowing in the dark. There were so much product that have been used 'glow in the dark' style but why there is no for marker pen? So our suggested product is user friendly as this new innovation will be focused on teachers or lecturers and also students.