



اوتو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

GADGETS WORLD

COMPANY ANALYSIS

GADGETS WORLD 666

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PROJECT TITLE : Gadget World 666 Company Analysis

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EXECUTIVE SUMMARY

This paper is focused on a case study of the company, Gadget World that located at Seksyen 7 Shah Alam, Selangor. The team have an interview session with the manager about the company information and carried out SWOT analysis.

For the first part of the project, all the general information about the company has been collected through both primary and secondary source. Then, the second part of the project report containing the specialized subject study. The purpose of the study are to analyse the operation of Gadgets World 666, to identify and analyse issues and problems that related to their shop and lastly to come out with long term and short term solution and recommendation for the identified issues and problems.

Next, we also study about the business, marketing and its operational strategies used by the company to promote their products and to become one of the well-known store that sell variety of phone accessories and gadget along with high quality product.

In this case study, we analyzed the strength, weaknesses, opportunities, and threats of this company in the business world by using SWOT analysis. Therefore, from the needs and demands from existing consumers of this company, we analyzed and find a solution as well as full filling their needs in Consumer Trend Canvas (CTC) analysis.

1. INTRODUCTION

1.1 Background of Study

This study is about Gadgets World 666 which is a gadget and accessory store for mobile phones and tabs that is located at Seksyen 7, Shah Alam. Gadgets World 666 has been established since 2014. This store offers the best quality of phone accessories in the market. They also produce their own products such as cable, battery, earphone and tempered glass screen protector. There are 26 branches that located all around in Malaysia except Sabah, Pulau Pinang and Perlis.

1.2 Problem Statement

The team had discussed and found out that there are several problems associated with Gadgets World 666, which are:

- Gadgets World 666 has no expertise that specialized in repairing phone. However, they still have experts that present in another branch like at Damansara.
- Gadgets World 666 has limited choices of product that they can offer.

1.3 Purpose of Study

The purposes of the study are:

- To analyse the operation of Gadgets World 666.
- To identify and analyse issues and problems of Gadgets World 666.
- To come out with long term and short term solution and recommendation for the identified issues and problems.

2. COMPANY INFORMATION

2.1 Background

Gadget world 666 have been founded and established since 2014 with few branches in Selangor and other states. The company has always emphasized on the creativity, experts and quality yet cheap services and products to fulfil customer satisfaction.

NAME	Gadgets World 666
ADDRESS	G, 24, Jalan Plumbum X 7/X, Seksyen 7, 40000, Shah Alam, Selangor, Darul Ehsan.
BUSINESS TYPE	Selling phone accessories and gadgets
OPENING HOURS	10am-12am (everyday)

2.2 Organizational Structure

The company has no organizational structure visually display in the store. Throughout the interview with the staff, we were able to create their organizational structure. The organization structure are shown as below:

