



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

COMPANY ANALYSIS

MILLENIUM SKP SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This study basically is to give an idea on how technology solutions can be apply in real life based on what students had learned about technology entrepreneurship. As a student from statistical fields, it is a must for everyone to experience a case study for actual business activity. In order to complete this case study, I got the opportunity to interview the owner of Millenium SKP Sdn Bhd which run business base on plaster ceiling selling and installation services located in Paka, Dungun, Terengganu.

Before an actual study was done, some study on articles related to plasterboard industry but there is not much available. This is important to increase the understanding on this industry. After that, collection of the company information is done through interviews using WhatsApp application because of the current situation about pandemic Covid-19. The information gathered are about company background information, services offered and technologies use in their business. Other than that, the marketing strategies of the product and the services also was asked. Lastly, the company's strengths, weaknesses, opportunities and threats had been identified through analysis of SWOT.

Briefly, some problems facing by the company had been noticed when evaluated the company through SWOT analysis. The company has facing issues and problem on company man power, their marketing strategies, competitors and issues on supply shortage. Lastly, few great potential and chances to raise company production and sales had been identified if upgrade the technology and method use for their services. Therefore, in this report some improvement and technologies will be explained that can help Millenium SKP Sdn Bhd.