



COUCH BOOKSHELF PUNCAK BUMI UTAMA SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT6000): CASE STUDY

FACULTY PROGRAMME : BACHELOR OF SCIENCE (HONS.) MANAGEMENT
MATHEMATICS (CS248)

SEMESTER : 6

PROJECT TITLE : COUCH BOOKSHELF

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ACKNOWLEDGEMENT

The final outcome of this study required a lot of guidance and help from many people especially to my lecturer, Mohd Fazli bin Mohd Razali and a few respondents who are willing to spend their time for my interview session. Thank you to Mrs. Hasmayanin, Administration of Puncak Bumi Utama Sdn. Bhd. for giving an opportunity to help me completing this project. I would also not forget Miss Anis Nabila, Assistant designer of Puncak Bumi Utama Sdn. Bhd. for the encouragement and ideas till the end of this study. I owe my deep gratitude to everyone that involved in this study for proving me all the necessary information for help me to develop a good product.

EXECUTIVE SUMMARY

The summary from this case study need to focus on two major findings of the product which are non-friendly technology and lack of promotion in social media platforms. These two problem should be focused by the company to improve the product. For the first problem, the product should be implement new technologies to make the customer life easier while on the other hand for the second problem the company should using social media platforms for the product to attract more customers since nowadays majority of the people using their social media in daily basis.

2.2 Organizational structure

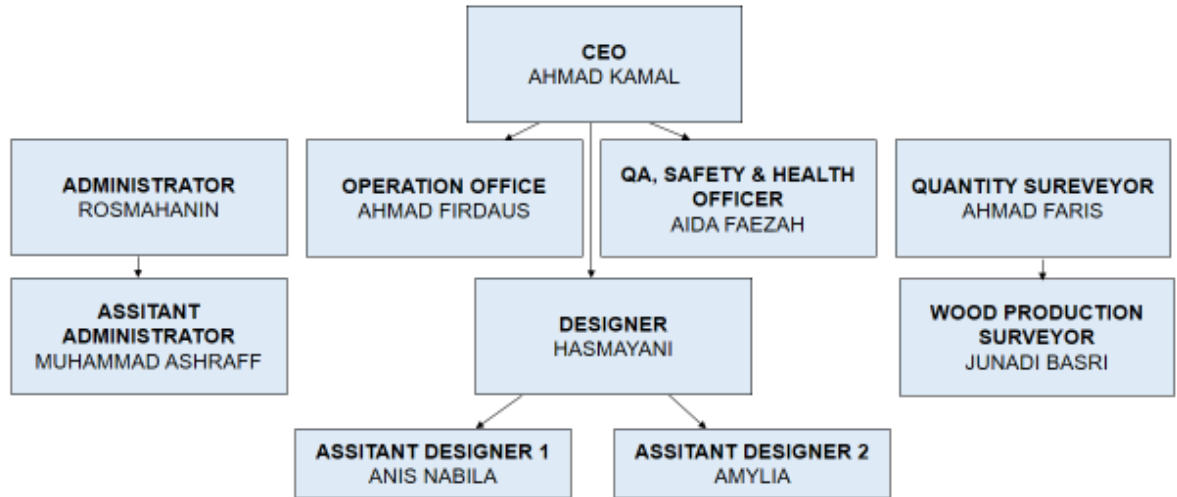


Figure 2.1: Main organizational structure

2.3 Product / services

Puncak Bumi Sdn. Bhd. producing many types of furniture where the product range including bedroom sets, couch, dining sets, cabinets, office sets and also higher institutes of education and schools furniture. The furniture are selling on the website and also in physical store which located at Simpang Ampat, Pulau Pinang. Meanwhile, for the services, the company also become a supplier such as bed, study table and wardrobe for a few government universities. They produce the good quality of furniture for a few colleges in the universities for an affordable price. The company also accepting the customization of the furniture from the customer.