



اُنْبُوْزِ سَيِّدِي تَيْكُوْ لُوْ كِي مَارَا
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TEKNOLOGI
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CASE STUDY

ARROUHA™

SPORTS & OUTDOORS

ENT600:
Technology
Entrepreneurship

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EXECUTIVE SUMMARY

Arrouha sports & outdoors a company that produces handmade bow in Malaysia. They sell handmade bow, arrow and accessories used for sport of archery that suits local people. I use SWOT method to help in resolve the problem and identify the problem with the solution that can made by the company itself. The major problem faced by Arrouha sports & outdoors are lacking of machine used and manpower. The company should hire more workers to help the production of products. In addition, they should introduce new machine to help the production workers produce product faster and more easily. Other than that the company should hire more workers to make sure they met the orders for their products.

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1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

Archery is the art, sport, practice, or skill of using a bow to shoot arrows. The word comes from the Latin arcus. Historically, archery has been used for hunting and combat but nowadays it is mainly a competitive sport and recreational activity. A person who participates in archery is typically called an archer or a Bowman, and a person who is fond of or an expert at archery is sometimes called a toxophilite.

Traditional archery was used by virtually all cultures and often ranked as one of the most important inventions in history, the bow was a major hunting tool and weapon of warfare around the world from prehistoric times until the introduction of firearms. As the first projectile weapon capable of storing energy, the bow was a more powerful and effective device than earlier hand-thrown and missile weapons and became vital to combat and subsistence activities. Exactly when and where the bow and arrow was first developed, and the means by which it was introduced throughout the world, is unclear. Archery equipment consists of perishable materials, often little or none of it appears in the archaeological record except for arrow points. Small projectile points found at Old World Upper Paleolithic sites may be the earliest evidence of bow-and-arrow technology, but their function is indefinite.