



اَوْبُوْ سَيِّدِيْ تِكْنُوْلُوْجِيْ مَارَا  
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LILY SDN BHD

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## **EXECUTIVE SUMMARY**

Technology entrepreneurship lies at the heart of many important debates, including those around launching and growing firms, regional economic development, selecting the appropriate stakeholders to take ideas to markets, and educating managers, engineers, and scientists. Unless a generally accepted definition of technology entrepreneurship is established, however, these debates lose their focus.

Technology entrepreneurship is a vehicle that facilitates prosperity in individuals, firms, and nations. The study of technology entrepreneurship therefore, serves an important function beyond satisfying intellectual curiosity. Previous definitions from the literature do not explore and identify: the ultimate outcome of technology entrepreneurship; the target of the ultimate outcomes; the mechanism used to deliver the ultimate outcomes; or the nature of the interdependence between technology entrepreneurship and scientific and technological advances.

# 1. INTRODUCTION

## 1.1 Background of The Study

A manufacturer is a person or a registered company which makes finished products from raw materials in a bid to make a profit. The goods are later distributed to wholesalers and retailers who then sell to customers. The retailers display the products via brick and mortar stores or on 3rd party e-commerce platforms. In the manufacturing industry, products are made in large-scale so as to meet the irresistible demand from consumers. It's standard practice to indicate the place of manufacture. This information is usually displayed on the packaging material. In ordinary circumstances, the manufacturer has to meet a certain threshold and conform to the set standards.

Primarily, manufacturers ought to meet product certification requirements. This process involves performance tests and quality assurance tests of the goods which are being produced. The certification bodies emphasize on meeting all the applicable international standards. It's a strategy to enhance consumer protection. A manufacturer needs to observe all quality assurance measures to avoid any potential lawsuits from the consumers. Take note, the ultimate goal is to elevate customer satisfaction.

The manufacturing sector has existed from the colonial era, but its contribution is small at the time, which is about 8% of national income. The economy at that time was dependent on the production of raw materials, especially tin and rubber for export. The industrial sector is only focused on the processing of ore into ingots, tin, and it is dominated by companies belonging to the British. Until 1929, Malaya was producing 50 % of world production of tin ingots. In addition, there is also evidence that before the year 1940, manufacturing activities involving other products were also carried out on a small scale. These activities are confined to areas like Penang British administration, Province Wellesley and Malacca.