

# Steekcase

# Company Analysis Steelcase Inc

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

FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCES,

**BACHELOR OF SCIENCE (HONS)** 

**BIOLOGY** 

SEMESTER : 3

PROJECT TITLE : STEELCASE INC

NAME : ANIS SAFIYAH BINTI MOHD SANI

LECTURER :DR NURSYAMILAH ANNUAR

# **TABLE OF CONTENT**

	PAGE
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
LIST OF FIGURES	iii
LIST OF TABLE	vi
EXECUTIVE SUMMARY	V
1. INTRODUCTION	
<ul><li>1.1 Background Of The Study</li><li>1.2 Problem Statement</li><li>1.3 Purpose Of The Study</li></ul>	
2. COMPANY INFORMATION	
<ul> <li>2.1 Background</li> <li>2.2 Organizational Structure</li> <li>2.3 Products/Services</li> <li>2.4 Technology</li> <li>2.5 Business, marketing, operational strategy</li> </ul>	
3. COMPANY ANALYSIS	
3.1 SWOT 3.2 CTC	
4. FINDINGS AND DISCUSSION	
4.1 Findings 4.2 Discussion	
5. RECOMMENDATION AND IMPROVEMENT	
6. CONCLUSION	
7. REFERENCES	
8. APPENDICES	

## **ACKNOWLEDGEMENT**

In preparation of my case study, I had to take the help and guidance of some respected persons, who deserve my deepest gratitude. As the completion of this assignment gave me much pleasure, I would like to show my gratitude Dr. Nursyamilah Annuar, my lecturer for giving me a good guidelines for assignment throughout numerous consultations. I would also like to expand my gratitude to all those who have directly and indirectly guided me in writing this assignment.

Many people, especially my classmates have made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the case study. My deepest gratitude also given to my parents and family who supports with love, motivation, prayers and understanding me upon completing my task.

## **EXECUTIVE SUMMARY**

In case study I have chosen Steelcase Inc to do a specific research design for examining a problem. Steelcase Inc is a company that is popular in the manufacture of office furniture. Among the products produced by this company are office chairs, desks and tables, cupboards and cabinets. However, in this case study, I am focusing on the company's furniture product which is chairs. After doing some research I have identified some problems that should be improved on this product. When we sit in a badly built office chair, we can slouch and sit in uncomfortable positions in no time, trying to find a way to feel more comfortable. Not only does poor posture lead to poor health, but it also affects our jobs. Among the problems with this product is that the backrest of this chair cannot be moved. This can cause backpain to occur when a person sits for too long. Apart from that, this chair also does not have a leg support part which gives a risk to blood circulation problems. Other than that, this product also not up to date with latest technology. This is because life without technology in today's complex world is meaningless. The main objective of technology, which puts together resources to facilitate the creation, use and sharing of knowledge, is to make tasks simpler and to solve many human problems. Last but not least the material used for this chair is not suitable with our country weather. The product should be improved with adjustable backrest that allow users to choose their preference angle. Besides, they should provide leg rests part for this chair. Other than that, this chair should be upgraded in the term of technology that suitable with users. Lastly, the material of the seat should be changed to the material that allow air flow.



Model Name: Protege

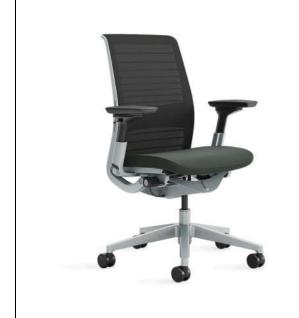
Material: Platinum swivel base

Seat Height: 15" to 20"

Seat Width: 19.5"

Swivel base Swivel tilt

Pneumatic seat height adjustment



Model Name: Think

Material: Translucent 3D Knit

Seat Height: 16.5" to 21.5"

Seat Width: 20.25"

Polished aluminum base

Adjustable seat depth

Adjustable height

Table 1.1 shows the Steelcase chair design