



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

rotring

Germany 1928

COMPANY ANALYSIS

ROTRING MANUFACTURE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY SPORTS SCIENCE AND RECREATION

PROGRAMME : BACHELOR OF SPORTS SCIENCE (HONS)

SEMESTER : 5

PROJECT TITLE : ROTRING A3 RAPID DRAWING BOARD

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TABLE OF CONTENT

1. INTRODUCTION.....	5
1.1 Background of the study.....	5
1.2 Purpose of the study	5
1.3 Problem statement.....	5
2. COMPANY INFORMATION.....	7
2.1 Company Background.....	7
2.2 Company Vision And Mission.....	8
2.3 Organizational Structure.....	8
2.4 Product/Services.....	8
2.5 Technology	11
2.6 Business, Marketing, Operational Strategy	11
2.6.1 Business Strategy	11
2.6.2 Marketing strategy.....	12
2.6.3 Operational strategy	13
3. COMPANY ANALYSIS	14
3.1 Swot.....	14
3.1.1 Strengths	14
3.1.2 Weaknesses	16
3.1.3 Opportunities.....	16
3.1.4 Threats	16
4. FINDING AND DISCUSSION	17
4.1 Finding.....	17
4.2 Discussion.....	17
5. RECOMMENDATION AND IMPROVEMENT	18
6. CONCLUSION	18
7. REFERENCES	20
8. APPENDICS.....	21

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau Perlis, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which manufactured the product that I like which is Rotring A3 Rapid Drawing Board from Rotring Manufacture.

In this part of the project report, the general information of the company has been collected. Information is gathered through the secondary sources as well. In the second part of the project of the report contains the specialized subject study. The objectives of the project is to work on background, organizational structure, products and services by Rotring.

Besides that, I also analysed the SWOT and able to distinguish the strength, weakness, opportunities and threats of this company and figure out a solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing system are essential in business development growth.

2.2 COMPANY VISION AND MISSION

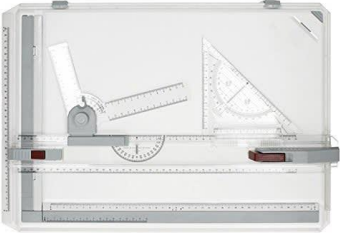
Rotring mission was to provide a replacement part for every situation, so they were always open to adding additional products to their offerings.

2.3 ORGANIZATIONAL STRUCTURE

Organizational structure not provided on the website and online platform.

2.4 PRODUCT AND SERVICES

The brand's focus is precision and quality tools to express creativity in sketching, writing and drawing. Rotring provides consumers – from industrial designers and architects to artists and students – with the best possible product solution for every situation. Every product bearing the red ring is a perfect marriage of ergonomics and design, enabling users to work with precision and bring visionary ideas to life.

Type of product	Classification of product	Description
<p>1. Rotring Rapid Drawing Board A3</p> 	<ul style="list-style-type: none">• Drawing board	<ul style="list-style-type: none">• Top of the line full-featured drawing board with L-system straightedge design. Robust board of unbreakable, non-warping material. Parallel straightedge with Stop-and-Go-mechanism. Two magnetic clamp strips.