



COMPANY ANALYSIS

EP SUPPLY & SERVICES

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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1.0 INTRODUCTION

1.1 Background of the Study

The background of the study area is conducted at Taman Bukit Piatu Mutiara, Melaka. Surrounding area includes residential and commercial area, whereby easy to attract the society go to their company. The target market is the customer from the government and private agency where these two agencies will provide a big expenditure for the shop. The residents from the surrounding area were also the target customer to use their services. However, not all government and private agency know the business and services that provided by them. We will do a case study at EP Supply and Services for a further case study analysis report and identify the obstacles encountered by this shop.

1.2 Problem Statement

a) Lack of workforce

The shop is facing a problem of completing a high quantity demand on time when the customer made a high demand of t-shirts and other services that have been provided by the shop. This affects the shop when the customer start to find another shop that can meet their needs.

b) Lack of High Technology Printing Machine

The shop did not accept a huge demand from the customer as lack of high technology that controls them to work faster in producing and completing the product. They also have a limited design due to non-availability of the high technology printing machine.

c) Lack of Unskilled Workers

By not having high skill workers in the right field such as graphic design the causes the shop did not producing many design choices for the customer to choose. Creativity design of the company can attract customers to use their services and spread it to others.

1.3 Purpose of Study

The purpose of this study is to expose us to the real business environment and how complexities of real life influence every decision. For this case study, the purpose of the study is to realize the problems faced by the business owner on how to upgrading his company and meet the customer needs and demand.

EXECUTIVE SUMMARY

This paper is focus on a case study of the company, EP Supply and Services that located at the Taman Bukit Piatu Mutiara. For this purpose, we have an interview session with the owner about the company information and do SWOT analysis. Learning the current condition of strength, weaknesses, opportunities and threats can help a development in business strategies. It is a common tool for a better planning and a kind of brainstorming. The strategy to enhance the technology and marketing of the business is a very critical thing because need to be brave in order to try a new methodology. Besides, the problems finding from the company is by the SWOT analysis and how the owner come out with the solution to handle the problems.

2.0 COMPANY INFORMATION

All information relating to the company information will be looked into several aspects such as; the locational, company organizational, the product and services, marketing and operating and also financial achievement.

2.1 Background

The company that selected by the researcher to complete this case study is EP Supply and Services. EP Supply and Services located at Jalan BPM 13, Taman Bukit Piatu Mutiara, Melaka owned by Norbani Bin Osman as manager of this company. Currently with main offices operational at Melaka, and 3 branches at Hulu Selangor, Besut and Chenor. The location of main offices that located at strategic area which is surrounded with the residential and commercial area will be a benefits and an opportunity to the company to develop their business further. It's offering variety of supplying item and service such as promoting premium item, manufacturer various type of t-shirt for government, company and organizations. EP Supply and Services come out with vision; provided a quality and secure product supply and service to the customers to make sure their trusty on this company. The founder of EP Supply and Services make sure that the products are supply handled by the professional and skillful employers.

2.1.1 Study Area



Figure 1.1: The location of site area, EP Supply and Services