



# UNIVERSITI TEKNOLOGI MARA

## COMPANY ANALYSIS



**NAME OF COMPANY: ALAM LANE BOWLING**

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

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## **1. EXECUTIVE SUMMARY**

Alam Lanes Bowling located in Aeon Shah Alam, Shah Alam. Since Alam Lanes Bowling provides many services, we have been interested on their current technology machine that has been used. This is because most staff spend more on operating the machine that led to the creation of our case study. The current design of the machine contains some of the obvious flaws. Because the machine is used daily for long periods of time without service, it will cause problems in the motor. The machine is designed to run the process but if it does not work the motor will take time to fix it. Moreover, customers are also experienced the uneasy while playing the bowling. In order to control the situation of staff and customer some solution need to act to make people in the Alam Lanes Bowling at comfortable state.

## **2. INTRODUCTION**

### **2.0. Background of the study**

In this case study, student required to make an interview session with the company or any business department to identify the problem that faced by them. Student will conduct interview session with the staff at Alam Lanes Bowling at Aeon Shah Alam. The main services in this company is bowling. Our group has interview Encik Yusuf which is their center manager to gather more information related to their company and business. From the previous interview session, they need to make some analysis and find the best solution to face the problem that occurred in their company. This interview session will help student to gain an intelligence knowledge and experience on how to conduct a business. According to (Gunday & Kickal, 1998) mention that entrepreneurship education characteristic is concerned with attitudinal change, risk taking abilities and turning idea into actions. For entrepreneurship technology education are focusing the development skill and creative thinking in order to improvise technology required by the user in required times. This case study also uses the SWOT analysis.