

ENT 600

CASE STUDY

MZ PRINTING

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1. INTRODUCTION

Background of the Study

The study will be conducted at MZ printing which is a business of t-shirt and merchandise printing service. MZ printing have a separate place to take order and to produce. The place for ordering is located at the commercial area in Puncak Alam while the production is made at Shah Alam. The business use two method of delivering system which is self-pick up and posting.

The study will involve the procedures of delivering process where the products are designed in Puncak Alam and send by email to the production center in Shah Alam. Then, the complete products are delivered back to MZ Printing in Puncak Alam for customers to pick up or to the Pos Laju office for the posting.

The study also observed on how the products are packaged for posting especially the packaging of merchandises. Therefore, the packaging system is important to make sure that the products are safely arrived to the costumers.

The study will be discussed about the findings and the recommendations to make that will benefiting the business.

Problem Statement

Based on the observation of the delivering system:

- The products delivered are not secured
- The delivering period is long which is costumer did not get their products on time.

Purpose of the Study

The purpose of the observation is to study the efficiency of delivering system at MZ Printing which involved:

- The procedures of delivering process
- The packaging of the products delivered

To recommend the process that can deliver the products faster and with a good condition to customers.