



COMPANY ANALYSIS

JUAN EMPIRE CAR RENTAL

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : HS 243 ENVIRONMENTAL HEALTH AND SAFETY

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PROJECT TITLE : JUAN EMPIRE CAR RENTAL COMPANY CASE STUDY

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Puncak Alam, it is a part of study for everyone to undergo a case study project. So, for this purpose, we got the opportunity to research a company which take our interest that is Juan Empire Car Rental.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well.

In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products and services that Juan Empire Car Rental provides. Next, the team study about the technology used by Juan Empire Car Rental that is developing a website for company purpose. It is use for customer to gain information and make booking easier. Lastly, the team research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, the team analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, the team analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis, making it as our innovation to be continued in new Product Development task.

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SUMMARY

The purpose of analysis is to identify key profit drivers and business risks, and to assess the company's profit potential at a qualitative level. It is involved company's industry and its strategy to create a sustainable competitive advantage. This analysis is the first step because it enables the analyst to identify and evaluate current and projection performances. This paper is focus on a case study of the company, Juan Empire Car Rental that located at Seksyen U13, Setia Alam. For this purpose, the team have an interview session with the owner about the company information an do SWOT analysis. Learning the current condition of strength, weaknesses, opportunities and threats can help a development in business strategies. It is a common tools 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 you 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.

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1.0 INTRODUCTION

1.1 BACKGROUND STUDY

- The study is conducted at Juan Empire Car Rental that located at Seksyen U13, Setia Alam
- The case study was conducted to analyse the Strength, Weakness, Opportunity, and Threats of Juan Empire Car Rental.

1.2 PROBLEM STATEMENT

This case study is conducted to analyse the real situation of technopreneurship. For this case study, we have chosen Juan Car Rental Empire to conduct our investigation Juan Car Rental Empire is expanding the business in car rental business fields and need some analysis and recommendation in order to help the business expands. Analysis from the outside parties is needed to evaluate a company's current and prospective performance. (Krishna G. Palepu, et. Al, 2007)