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UNIVERSITI
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ENT 600

CASE STUDY : JS PRINT STATION

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EXECUTIVE SUMMARY

Printing service is one of important field of business in area with high number of students especially university students. This case study was carried out in Puncak Alam commercial area which is located near UiTM Puncak Alam. JS Print Station is one of the pioneer in printing service at Puncak Alam. The research must be carried out to identify customers' needs in printing service.

1. INTRODUCTION

Background Of The Study

The study is about JS Print Station which is a printing shop. The shop uses large scale printing machine which mainly on producing students' presentation board in size of A2, A1, A0 and strips (larger than A0). The company targets to provide the best service in large scale printing business in Puncak Alam due to high competitive atmosphere here. The company also operating through whole year according to students' semester schedules.

Problem Statement

The issue in JS Print Station is unsystematic queueing that causes long waiting time during printing. This resulted in earlier customer receiving their work late.

Purpose Of The Study

The purposes of the study are to:

- Take out a research about comfortability of customers during waiting time.
- Find a solution to counter the issues on unsystematic queueing system.

2. COMPANY INFORMATION

Background

JS Print Station is one of printing shop in Phase 3, Puncak Alam producing large scale printing service from A2 size up to strip size boards. The company start operating around September 2016. JSPS is located at first floor which is above CC Arab in this commercial area. This shop is currently a sole proprietorship which belongs to an architecture post-graduate student in UiTM Shah Alam. The fact about this company is the operation time which is from 4pm to 9am.

Organizational Structure

The organization consists of four workers, one owner and 3 employees:

Manager – Muhd Syafiq b Rahim

Receptionist – Nur Farhah bt Hairul Salleh

Technical assistant – Amirul Aiman b Jailani

Services

- Photocopy A4 to A2 size
- Plotting A2 to A0 size

(refer to Appendix diagram 1)

Technology

Current technology used is a high tech laser plotting machine for high quality service. The shop uses Canon IPF750 LFP Printer:

- High speed sprinting
- Space saving, environmentally-conscious design
- Print longer without interruption
- Precision printing : high density pf-04 print head
- Economy print mode
- Reactive print system
- Print plugin for Microsoft office

(refer to Appendix diagram 2)