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CASE STUDY REPORT:


Avantree®

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1.0 INTRODUCTION

1.1 Background of Study

The electronic industries are growing rapidly due to innovations of advance technology that allows more products to be produced and reach larger group of consumers. In this report, we chose Avantree Company as our case study to help us to receive and obtain a better grasp of the concept of the problem faced by the company, countermeasures and the solution of the problems faced and the organizational structure of the company. Avantree is an electronic based company that operates privately. The company main products is electronics gadgets and Bluetooth based gadget accessories. They also offer products that is related to electronics such as a multi-purpose laptop desk.

1.2 Problem statement

We are required to do a case study regarding on how the real entrepreneur operates their own business. As how they operate, how the financial support is obtained, what is the weakness of the current business pattern of theirs and the advantage of the company of entrepreneur itself. By this, students will be able to grasp a better understanding on how the real entrepreneur world works. Finding customers who are willing to pay takes a little longer and building a product that fits the market takes a long time. The problem that happen in this company is lack of staff and lack of promotion. The company also does not have any connection with potential customer. Lastly, the existing machine of the company requires improvement or enhancement to be able to cope and compete with other production industries.

1.3 Purpose of the study

The sole purpose of this study to shows an exposure towards the student regarding on how the production world really works. From this approach, students may grasp a better understanding on how the production operates in the real world. This is so that the student will be more equipped and ready to face that kind of world when they graduate from the university. Besides, the student will be able to learn the appropriate way for them to approach and interact with the industry that they have choose.

2.0 AVANTREE COMPANY

2.1 Company background

Avantree Company are known as avantronics designs, develops and manufactures innovative high quality of products. Avantree engineers are meticulous in their materials selection, and design to enhance or preserve the unmatched value or costs ratio high-end products. Avantree's designs manufactures, and delivers useful and fun solutions for laptop user and multi-task people in the Americas, Europe, and Asia through major retailers and online. This company was incorporated in 1996 shortly after responding to a need in the marketplace.

2.2 Business, Marketing and Operational Strategy

Everyday Processes (Short-Term Processes)

The processes that the company uses to serve its customers are what transform a business plan from concept to reality, investors invest in reality. Reality is proving that the management team can execute the concept better than anyone else, and the Operations Plan is where the plan proves this by detailing key operational processes.

Business Milestones (Long-Term Processes)

Sample milestones include expected dates when:

- New products and services will be introduced to the marketplace
- Revenue milestones will be attained
- Key partnerships will be executed
- Key customer contracts will be secured
- Key financial events will occur
- Key employees will be hired

Market Segmentation

Avantree Company divide their market into 4 types of market segmentation:-

Geographic segmentation is divided based on the geographical units such as regions, nations, countries, state and neighbourhood. For the company, they aim for the people that live in high populated area. This is where most young adults and adults from different background mostly students and laptop user will searching for this multipurpose table. High populated area had a higher chance to increase their product popularity.

Demographic segmentation divides based on variables such as age, gender, occupation, life-cycle stage, gender, ethnicity, religion, education and generation. They focused on laptop user, student and multi-task person. The Avantree table with multi-purposed part will catch their interest to buy.

Psychographic segmentation divides buyer according to social class, lifestyle or personality characteristics. They focus on lifestyle where more people consider travelling as some hobbies. Thus, they will provide a bag that is able to bring desk without burden their body and easy to carry.

Behavioural segmentation divides buyers based on their knowledge, uses, attitudes, or responses concerning a product. We focused on all generation for their knowledge concerning our product. They will learn that our product focussed on the comfort experience, great support multi-purposed compartment of the desk.

Operational Strategy

- Corporate Strategy
- Customer-driven Strategies
- Developing Core Competencies
- Competitive Priorities
- Competitive Priorities