



# CASE STUDY REPORT

## IMAN FURNITURE ENTERPRISE

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**GROUP MEMBERS : 1. AHMAD SYAZWAN BIN SHAZALI (2016250264)  
2. ABDULQAHAR BIN MAZELAN (2016250382)  
3. MUHAMMAD IMRAN BIN HASSANUDIN (2016250148)  
4. MUHAMMAD EIMAN UZMI BIN SAARI (2016250374)  
5. MUHAMMAD FARIZWAN BIN ISMAIL (2016250384)**

**LECTURER: MADAM HJH ZANARIAH**

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## EXECUTIVE SUMMARY

The case study was conducted to study and examined the strengths and weaknesses of existing small scale company in Malaysia. SWOT analysis is the tool used in evaluated the company competitive position in the market. The organization chosen was Iman Furniture Enterprise. The company provides furniture for home and store appliance. In Iman Furniture Enterprise, there were limited order taken from the customer for a period of a week. Workers in Iman Furniture Enterprise have to works more than eight hours per day to finish an ongoing project. The purpose of the case study is to analyze the oriented business to provide early insights on the importance of technology on business nowadays. Iman Furniture Enterprise is established on Early March of 2018. The company was established and found by Mr Adam Iman Winzau Bin Abdullah. The warehouse and the office of the company is located at Bandar Pinggiran Subang, Shah Alam. Iman Furniture Enterprise produce various household furniture such as kitchen cabinet, wardrobe, television compartment, and books rack. The company only have 4 persons in charge in the business. The workers have to work overtime which more than 8 hours per day includes during the weekend. Each machines in the company only capable of doing one task at one time. The machine only can withstand within a certain period of time. In this company, limited function of the machine could slow down the operation of the project. Two biggest problems that being by the company are lack of man power and limited function of the machine used. The problem of lack in number of workers can be solved by advertising the availability of the job opportunities through online or offline medium. The company can solve this problem by providing more machine or machine that can do more than one task at one time.

## 1. INTRODUCTION

### 1.1 Background of Study

The case study was conducted to study and examined the strengths and weaknesses of existing small scale company in Malaysia (Gustafsson, 2017). SWOT analysis is the tool used in evaluated the company competitive position in the market. SWOT analysis is very useful planning technique in identify strengths and weaknesses of the business. Other than that, SWOT analysis also used to help to improve the organization by provide potential opportunities and threats face by company in the business. It is well known planning technique that have been practice by numerous organization across the globe.

The scope of study was fixed on one particular organization in Malaysia where the information of the company through two-interaction interview. The organization chosen was Iman Furniture Enterprise. The company provides furniture for home and store appliance. The company was established in early March of 2018. The company chosen was involved in technological to connect and provide their services to the customers to ensure customer satisfactory.

After several months of in handling the business, the company expanding successfully with a maintain of customer of Selangor community. Most of the customer comes from Shah Alam area. The company also had recognition customer from Pahang, Perak, and Pulau Pinang. The latest project the company involved is the installment of cabinet for new residential area at Karak.

This case study mainly focused on the service of cabinet installation provide by the company as the "technopreneurship" aspect of the businesses is involving public customers. Hence, the public interests and perception are ones of the major factor that influence the company position in the delivery services market in Malaysia.

In a nutshell, the SWOT analysis case study on the Iman Furniture Enterprise enable future improvements of the company by provide strategic planning and review of business performance after several years of the services.