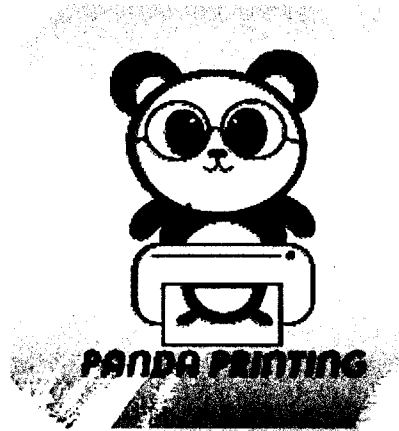




اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

PANDA PRINTING SHAH ALAM

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF CHEMICAL ENGINEERING (EH220)

SEMESTER : 7 **G**

PROJECT TITLE : CASE STUDY ON PANDA PRINTING SHAH ALAM

GROUP MEMBERS : 1. AIN ADILLA BT ABD RAHIM (2016250292)
2. BELINDA GABRIELLA ANAK BRONNY (2016250088)
3. MUHAMMAD NAZRAN BIN MOHD FAIZ (2016250242)
4. HAFIDAH BT LAPOK (2016250408)
5. SITI AMIRA BT HAMDAN (2016250346)

LECTURER : HJH ZANARIAH BT ZAINAL ABIDIN

TABLE OF CONTENT

ACKNOWLEDGEMENT	3
LIST OF FIGURES	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	
1.1 Background of The Study	6
1.2 Problem Statement	7
1.3 Purpose of The Study	7
2. COMPANY INFORMATION	
2.1 Background	8
2.2 Organizational Structure	8
2.3 Products/Services	9
2.4 Technology	9
2.5 Business, marketing, operational strategy	10
2.6 Financial Achievement	10
3. COMPANY ANALYSIS	
3.1 SWOT	11
3.2 Consumer Trend Canvas	
4. FINDINGS AND DISCUSSION	12
5. CONCLUSION	15
6. RECOMMENDATION & IMPROVEMENT	15
7. REFERENCES	15
8. APPENDICES	16

ACKNOWLEDGEMENT

Alhamdulillah and we are very grateful to Allah S.W.T for the completion of our report as requirement in order to accomplished the course work assessment for the code ENT600.

Thanks to our lecturer Hajah Zanariah Binti Zainal Abidin for her kindness in helping us to complete this report. We also thanks for her advice and providing us a very useful information. Without her help, we would never be able to complete this report.

We also want to thank the owner of Panda Printing Shah Alam, Mr. Mohamad Arif Bin Md Deris for his time to be interviewing by us. We choose Panda Printing Shah Alam as our topic is because we want people know this small company provides many services and products with the best price in the town. Through this acknowledgement, we know how Panda Printing operates and services that they provide.

Last but not least, we are very grateful and thankful to those who had involved directly and indirectly to our report completion until we successful complete our business plan.

EXECUTIVE SUMMARY

Panda Printing Shah Alam is one of the most known printing shops amongst students. The location of this shop itself which is near university as well as student's house make this shops popular amongst students. Other than that, this printing shop also offering various services such as photocopies services, printing, flyers, rubber stamp, button badge and more. Even though this shop offered various services, there were few issues that become a concern regarding their business. If this issue does not solve quickly, it will affect their services quality as well as products quality in the future. Regarding to this issue, this case study was conducted in order to determine the problems and analyze any possible solutions.

1. INTRODUCTION

1.1 Background of Studies

This case study was conducted in order to determine the arising problems either in terms of marketing or technologies, thus improvise it to attract more customers in the future. Now days, printing shop does not only offer photocopies and printing services only. In order to attract more customers, they offered many other services such as banner printing, repair and computer services and cybercafé services. Printing and photocopies services were one of the high demand services in university amongst students. As this services were highly demand, there were many printing shops opened either in the campus area or outside campus area for students who does not stay in the hostel.

Panda Printing Shah Alam were one of the printing shops that were well recognized amongst UiTM Shah Alam students as this shop located in Seksyen 7 which is within walking distance from Uitm gate. This printing shop were specialized in printing and photocopies but they also providing many other services such as T-shirt printing, name card, poster letterhead and booklet. In order to attract more customers, they also publicly promote their business through facebook and Instagram platform.