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## COMPANY ANALYSIS

### Banana Party Stop

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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### **3.0 INTRODUCTION**

Technology had been the growing necessity in the business world. It had made the business to grow faster, become more convenient and provide efficient way in performing business transactions. It includes the accounting systems, point on sales systems and management information systems. However, technology also had the downside, if not used correctly. According to Mitch Joel, the President of Mirum marketing agency, the technology used in the business must meet the customers demand (Altman, 2018).

For small businesses, some common problems related to technology were integration issues, lack of strategic IT planning by the business leader, security risks and root causes that are not addressed by employee (Casey, 2015). These problems can affect the customers as customers will have longer waiting queue, get wrong orders and difficulty in understanding the system in the business. Failure in solving customers' bad experience can give bad impressions to the business.

Thus, this study was done to study the use of particular application used in business and make recommendations to improve the efficiency and productivity of the business. 'Banana Party Stop' was chosen as a sample study. Several problems were identified, which were low accessibility of customers to the product, decreased sales during seasonal time and inability to meet certain customers' needs. From observation, it can be assumed that this problems exist due to less labour work since only two staffs were seen in the shop and it can also be caused by lacking of specific plan. Face to face interviews was done to study further about it.

## 4.0 COMPANY INFORMATION

### 4.1 Background of Company

- Banana Party Stop Puncak Alam was first established in September 2016 as the subsidiary of PA Net Management and Services.
- The idea of this business started when a branch of PA Net Management and Services that organize company events, involved in the decoration-making and event preparations such as dinner program and birthday parties.
- From the events, the remaining items and stuffs that are not being used are kept as stocks. This lead to the piles of decoration stuffs over time.
- From this excessive stocks, to the existence of business contacts and expertise in the handling of this decorating field, the ideas were generated to start a business in the form of retail shop.
- Thus, this retail shop helps to clear the stocks and at the same time helps to generate income.
- In addition, this retail shop provides the PA Net Management company with the decoration items to be used in such cases where there is no stocks available from the main suppliers.
- Puncak Alam was chosen for the business as PA Net Management and Services is based in the same area.
- There was also no competition during the opening of the retail shop, making it the first and the only party shop in Puncak Alam until today.

### 4.2 Organizational Structure



- This retail shop has an owner who works as the manager.
- For employees, there are two permanent staffs who work as sales assistant. One of the staffs is responsible for management and administrative work. Another one staff will be handling and monitoring the sales of the shop.
- Both staffs are skilled in design work and decorations.
- There are two shifts, in which first shift will start at 10 am until 6 pm, while the second shift will be at 3 pm until 10 pm.