



# COMPANY ANALYSIS

## PRINT CHANNEL

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## **EXECUTIVE SUMMARY**

Print Channel is one of the shops in UiTM Puncak Alam that provides various printing services. This shop provides printing for poster, architecture plan, assignments, notes, thesis and others.

From this study, we managed to know the company profile, the profits, organizational structure, marketing strategy and also the problem that the company faced. Based on our analysis, we found that their main problem is overcrowding due to the lack of staffs that can entertain so many students at one time especially during peak hour at first, middle and final weeks of semester. Besides, even though photocopy machines are provided with multifunctional function but it cannot perform both tasks which are printing and photocopying simultaneously. Thus, students will have to queue up waiting for their turn.

We recommended the company to create an application that can be directly linked to Print Channel. By having this application it can save time and students can directly pay their notes or assignments that have been printed by transaction into the company's account only by using the application.

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## **1.0 INTRODUCTION**

### **1.1 Background of study**

- Print services are necessary for students as it helps them for many purposes such as printing of assignments, reports, notes, thesis and poster.
- Not all students are able to afford a printer due to its expensive price including the ink and papers.
- Sometimes printers are not capable to print too many papers and sometimes it will get jammed.
- For a shop that serves printing service they have machines that have the ability to print more than 200 papers including printing both back and front side of paper at a time.
- Print Channel is one of printing shop in UiTM Puncak Alam that serves many printing services.
- Print Channel provide services to repair and format student and staff's laptop.
- Since Print Channel is the only shop that provides various printing services, most of the students come to the shop for their services.
- Crowdedness is common for Print Channel especially on the first of new semester and middle and 14<sup>th</sup> week of semester.
- It has been discovered that, the crowdedness in the shop are due to the number of students and the lack of staffs of printing shop. When the staffs are busy managing other tasks no one takeover of the counter. Students will have to wait to pay for their printed notes and reports and few of them use the opportunity to avoid paying.
- Insufficient number of computers also led to the crowdedness since students will line up in the shop to wait for their turn to use the computer.
- Besides that, Print Channel provide photocopy machine that can be used for both printing and photocopy yet it cannot do both work in a time. Students often photocopy about 100 pages of notes and students who print their assignments or reports will have to wait until the photocopy is done and a queue will be formed.