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(HONORS) HUMAN RESOURCE MANAGEMENT
ENT 530 - PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY
(HOI SERVICES SDN BHD)



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Executive Summary

This paper is focused on a case study of the company, House Of Insurance Services that are located at Taman Puchong Prima, Selangor. For this purpose, the team have an interview session with the owner about the company information and do a SWOT analysis.

In the first part of the project report, the general information of the company has been collected. In the second part of the report, it contains the specialized subject study. Purpose of the project is to study the trend that makes insurances is very important among all the people nowadays, to identify the background, serving providing, and technology used in running the business, to come out with some findings and recommendations and last to identify the problems and issues of the company.

Furthermore, we study about the business, marketing and its operational strategy used by the company to promote their services which the company provide a group training program, individual training programs and sales. Lastly, the team researches the company financial achievements regarding on how many they manage their finance as well as achievements gain from financial management. The strategy on how in action plan for getting their goals. This company has designed a strategy to achieving its goals by consisting of the marketing strategy and effective of the management.

In this case study, we can analyzed the strengths, weakness, opportunities, and threats of this company in real business world by using a SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we also analyzed and find a solution to overcome and to fulfill their needs in Consumer Trend Canvas (CTC) analysis.

1. INTRODUCTION

1.1 Background Of The Study

Our team has conducted a case study of House Of Insurance (HOI). HOI is a company that is established for providing a service or product that is related to the general insurance. HOI is based in **Taman Puchong Prima Trade Center** that act as Head Quarter (HQ). The main target goes to those that require an insurance especially for the vehicle.

1.2 Problem Statement

Several problem has been identified as per our team discussion which are:-

- This company is well established with their service that is being provided. However it is not being known by much of people which is the marketing strategy is quite low.
- Having a difficulties into getting an information from the customer even the company is able to provide a service to their client during offline or online.
- Limitation on providing a type of insurance which is currently they only have seven (7) brand of insurance whereby markets were having more than that.

1.3 Purpose Of The Study

- To study the marketing strategy that is being used by this company.
- To identify the background, service provided and how they run the business.
- To identify problems and issues of the company that related to the customers.