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UNIVERSITI
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COMPANY ANALYSIS

ALPHA OMEGA FASHION ESTABLISHMENT ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME: FACULTY OF SPORTS SCIENCE AND RECREATION

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PROJECT TITLE : CASE STUDY OF ALPHA OMEGA ENTERPRISE

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM, it is a part of study for everyone to undergo a case study project. So, for this purpose, we got the opportunity to research a company which manufactured the same product that I want to develop, which is

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products that Alpha Omega Fashion provides. Next, I also study about the technology of T-shirt printing, which is basically a normal technology used by the printing section, as well as business, marketing and its operational strategy used by the company to promote their products which I found quite interesting. Lastly, I did research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management. In this case study, I analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

2.3 Products/Services

Example of T-shirt that made by Alpha Omega:



Diagram 3 & 4: T-shirt by Alpha Omega