



COMPANY ANALYSIS

HUNAN RIKA TECH.CO LTD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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| FACULTY & PROGRAMME: | FSKM / CS240 |
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| PROJECT TITLE : | CASE STUDY ON HUNAN RIKA TECH.CO LTD |
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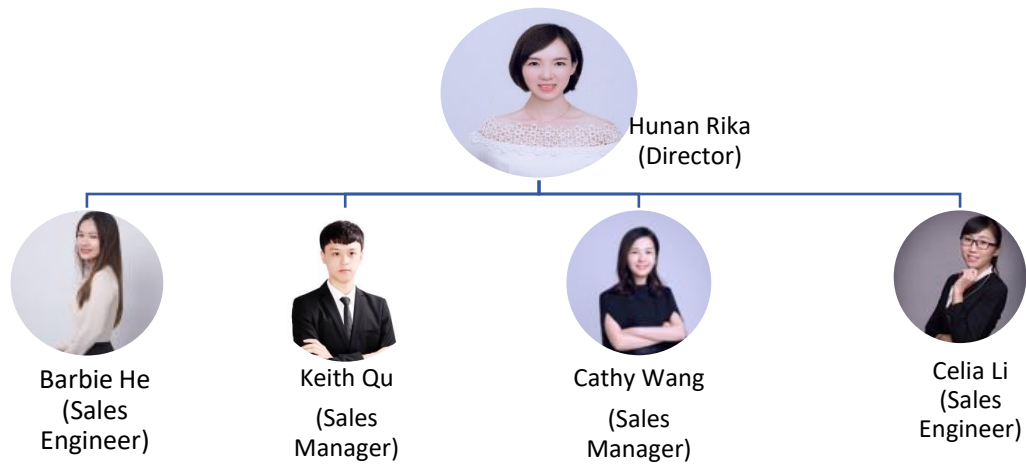
EXECUTIVE SUMMARY

This subject is an attempt for student to know how to understand and study the business theory of a certain company that can be put into practical situation. Hence as for me I was giving an opportunity to study on the business theory and rules which run a sensor manufacturer product which is Hunan Rika tech.co Ltd company based in China

In the first section, I need to study on the purpose of this case study and the problem statement faced by this company. Next section, I was giving a task to study on their company background and choose a product from their company and figure out on how the product works in term of technology parts. Plus, I also collect the information on how Hunan Rika dealing and manage their business strategy in achieving their business goals and perform an effective management. Most information I collected from their company's website and few secondary sources as well to supports all the facts.

In this case study, I analysed the strength, weakness, opportunities and threats of this company in real business using SWOT analysis. Thus, in the last section I was given to come out with few solution that can overcome or improve the need and demand from consumers.

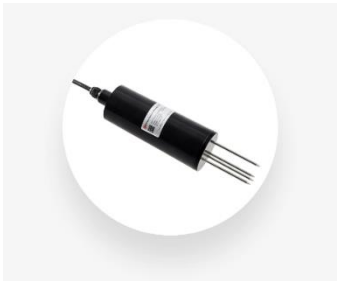
2.2 Organizational structure



2.3 Products / Services

Hunan Rika Tech Co., Ltd produce various of products. Generally, their products are CE, ROHS certificated. Products that they had been produced and widely used in solar energy, smart agriculture, aquaculture, sewage treatment, air quality, wind power generation and relative fields of meteorological environment monitoring. As for my case study I want to pick one of their products which is focus on soil sensor. They had come out with various type of soil sensor.

Here are the products of soil sensor and their specifications:

| Products | Specifications |
|--|---|
| <p data-bbox="204 1585 624 1619">RK510-01 Soil Moisture Sensor</p>  <p data-bbox="204 1962 311 1995">Figure 1</p> | <ul style="list-style-type: none"> <li data-bbox="699 1541 927 1574">• Price: \$ 62.00 <li data-bbox="699 1597 1082 1630">• Item: soil moisture sensor <li data-bbox="699 1653 963 1686">• Accuracy: +- 2% <li data-bbox="699 1709 1150 1742">• Operating temp: -30`C +- 70`C <li data-bbox="699 1765 1090 1798">• Usage: temperature sensor <li data-bbox="699 1821 1187 1854">• Probe material: 36L stainless steel |