



# COMPANY ANALYSIS

SHELTON JAYA SDN BHD

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

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## **EXECUTIVE SUMMARY**

This is often an endeavor to know how the speculations can be connected to viable circumstance. As a student in UiTM Perlis, it may be a portion of think about for everybody to experience a case consider venture. So, for this reason, we got the opportunity to investigate a company which fabricated the same item that I need to create, which is Shelton Jaya SDN BHD company, right now based in Puchong, Selangor.

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.

For the minute parcel of the report, contains the specialized subject consider. Objective of the expand is to work on the establishment, organizational structure, things and organizations that Shelton Jaya gives. Another, we consider around the development of Shelton company, which is basically a standard advancement utilized to supply of aluminum layout, entryway, window, glass works & gypsum board section range, as well as commerce, advancing and its operational technique utilized by the company to development their things which I find exceptionally inquisitively. Finally, almost nearly the company cash related achievements with regard to how they manage their budgetary as well as achievements pick up from the money related organization.

Objectives show what a trade unit needs to realize. Procedure is an activity arrange for getting the objectives. Each trade must plan a technique for accomplishing its objectives, comprising of a showcasing methodology, and an successful administration.

In this case study, I have to analyzed the strength, weaknesses, opportunities and threats of this company in genuine trade world by utilizing SWOT investigation. In this way, from desires and requests from the existing buyers of this company.

## 2.3 Product and Services

Shelton Jaya's products are:

- Glass Board
- Office Furniture
- DIY Furniture
- Packaging Materials
- Industrial Tray
- Industrial Dustbin
- Cleaning Detergent and Tools
- Steel Cabinet
- Office Machine

Shelton Jaya's services such as:



*Figure 2 Dustbin 18 Litre*

Code: DP028-FDB464

Product Dimensions: 270mmW X 300mmD X 390mmH

Prize: RM 27.00



*Figure 3 Stainless Steel Bin Round C/W Flip Top*

Code: DP041-SS106

Product Dimensions: 380mmD X 760mmH

Prize: RM 305.00