



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

IKII

COMPANY ANALYSIS

IKKI MALAYSIA SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY ARCHITECTURE, PLANNING AND SURVEYING
PROGRAMME : BACHELOR OF SURVEYING SCIENCE AND GEOMATICS
(HONS)
SEMESTER : 8
PROJECT TITLE : THE GPS SMART LUGGAGE
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APRIL 2021

ACKNOWLEDGEMENT

First and foremost, Alhamdulillah thanks to Allah S.W.T. for giving me the strength and patience to complete this case study for Technology of Entrepreneurship (ENT600) subject. I would like to express my gratitude to my lecturer, Dr. Shafiq Shahrudin for his guidance, advices and always teach me from time to time. The completion of this study could not have been possible without the expertise from him. My gratitude also extends to all my friends for their support and ideas. Their encouragement lead me to complete this study successfully. Last but not least, thanks to many parties who help me directly or indirectly throughout this study.

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
LIST OF FIGURES	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	v
1.0 INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Purpose of Study	2
1.3 Problem Statement	2
2.0 COMPANY INFORMATION	3
2.1 Company Background.....	3
2.2 Organizational Structure	4
2.3 Products / Services.....	5
2.4 Technology.....	8
2.5 Business, Marketing and Operational Strategy	10
2.5.1 Business Strategy.....	10
2.5.2 Marketing Strategy.....	11
2.5.3 Operational Strategy.....	13
3.0 COMPANY ANALYSIS	14
3.1 SWOT.....	14
3.2 Strength.....	15
3.3 Weakness	15
3.4 Opportunities	16
3.5 Threats.....	16
4.0 FINDINGS AND DISCUSSION	17
4.1 Findings.....	17

EXECUTIVE SUMMARY

This is a case study project that aims to enhance and innovate a product based on an existing product that performs the same purpose as a product that has already been released on the market. Many research have been carried as a result of this case study, which will aid in the improvement of the product so that it can be used by the public.


The information about the company that produced the same product has been collected. In this case, IKII Malaysia SDN. BHD., a Singapore-based company, has been selected.

The first part of the report contain information about the technology used by IKII company in creating the Smart Luggage. The IKII company's business, marketing, and operational strategies have been analysed, and information about the products they produce has been collected.

Next, in the SWOT analysis, I can evaluate the product's strengths and weaknesses, as well as the opportunities and threats that will face when it is released. This research aided in understanding and influencing my decision to change the product so that product innovation will meet the needs and demands of current customers.

After identified the problem of the IKII Smart Luggage, the potential solution for the problem has been proposed. The GPS tracker would be used as an additional features to the smart luggage so that the users can locate their luggage and bring it back to their hands. Kegunaan GPS tracker will be further explained in this report.

2.3 Products / Services

TYPE OF PRODUCTS / SERVICES	CLASSIFICATION OF PRODUCTS / SERVICES	DESCRIPTION
 <p data-bbox="240 1043 577 1077">Different Size of Luggage</p>	<p data-bbox="746 831 895 864">LUGGAGE</p>	<p data-bbox="1027 421 1142 454">Exterior</p> <ul data-bbox="1034 472 1385 1509" style="list-style-type: none"> <li data-bbox="1034 472 1385 607">• Durable hard-shell & lightweight polycarbonate shell <li data-bbox="1034 622 1385 703">• TSA-approved Bluetooth lock <li data-bbox="1034 719 1385 853">• Intelligent handle with an integrated weighing mechanism <li data-bbox="1034 869 1385 1055">• Four pairs of ultra-smooth Japanese Hinomoto 360° spinner wheel <li data-bbox="1034 1070 1385 1256">• Strong, multi-stage & ergonomic trolley handle made of aluminium <li data-bbox="1034 1272 1385 1352">• Water resistant reverse leather zip <li data-bbox="1034 1368 1385 1509">• Brake system with a simple trigger mechanism <p data-bbox="1027 1581 1134 1615">Interior</p> <ul data-bbox="1034 1632 1385 1962" style="list-style-type: none"> <li data-bbox="1034 1632 1385 1713">• Detachable nylon laundry bag <li data-bbox="1034 1729 1385 1809">• 50/50 split with mesh zipper on both sides <li data-bbox="1034 1825 1385 1962">• 2 zipped pockets on one of the mesh zippers.