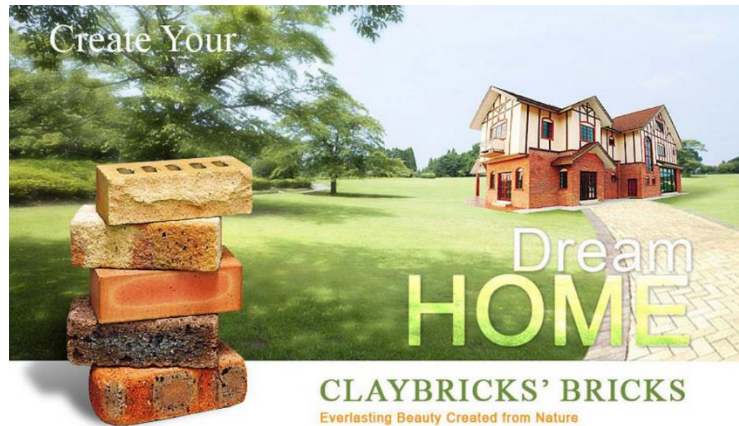




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UNIVERSITI
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COMPANY ANALYSIS

CLAYBRICK & TILES SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY : ARCHITECTURE, PLANNING AND SURVEYING

PROGRAMME : BACHELOR OF SURVEYING SCIENCE AND GEOMATICS

SEMESTER : 8

PROJECT TITLE : CLAYBRICK & TILES SDN. BHD.

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Muhammad Ilham Bin Abu Hasan

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EXECUTIVE SUMMARY

Clay bricks & Tiles Sdn. Bhd. Is a local company that are expert in claybrick, brick veneers and clay pavers. In the analysis of this product, it focuses on clay bricks produced by the company to be investigated, identified and analysed together their current problems which are brick material, weight and even brick density. All these problems will be discussed and resolved with a solution.

The first problem of their product is the process of making the claybrick. The process which is involving burning that can cause a lot of ash and smoke that later on can be make an air pollution at the surrounding area. Next, the claybrick also may be heavy compare to the normal brick. This is because the density of the clay is very strong that cause the claybrick become heavier. The claybrick also have only one or two variants of colour so the option is not so many. The building that uses claybrick are very aesthetic and very rarely to find a house that paint the wall that made up from claybrick with other colours.

Aside from that, a few solutions to overcome that situation is the EcoBrick is going to be produced by replacing the clay with paper and rice husk. Both materials are very eco-friendly, easily be found and cheaper than clay. By using this material, it can ensure that the EcoBrick will be lighter compare to clay brick and also the density and strength of this EcoBrick are the same as the claybrick. All this innovation ideas are considered to be the best way to the customer to change from using claybrick to EcoBrick.

2.2 Organizational Structure

Organizational structure not provided on the website and online platform

2.3 Product and Services

Claybricks & Tiles Sdn. Bhd. (Claybricks) is presently the largest leading manufacturer and exporter of fine quality clay products in Malaysia. The company manufactures a wide variety of burnt clay products, namely:

- Facing Bricks & Blocks (Clay Bricks)
- Brick Veneers & Brick Tiles
- Clay Pavers & Patio Pavers (Paving Bricks)
- Decorative Bricks & Blocks
- Garden & Landscape Products
- Bricks of Special Shape & Custom-made Products
- Brick & Paver Accessories

Claybricks also provides free, one-stop, professional consultation services in conceptualization and design for interior, exterior, fencing, landscaping, new/recondition building, and product applications and installation.

The Products of the Company

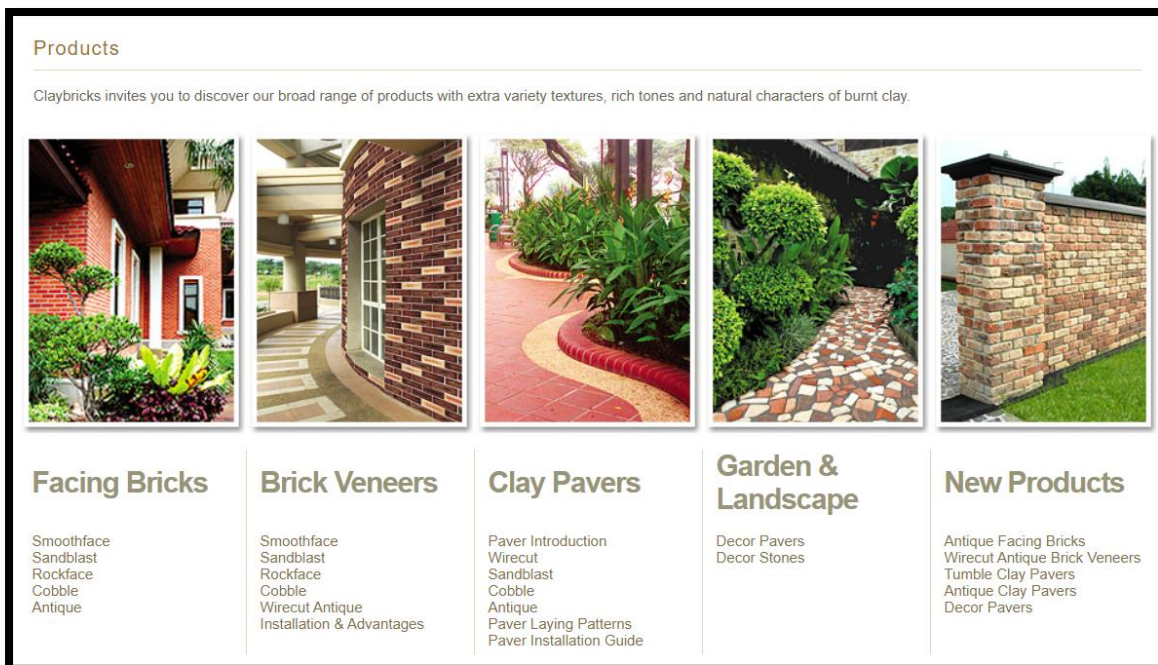


Figure 1: Products from Clay bricks & Tiles Sdn. Bhd