



اوپنورسیتی تیکنولوژی مارا  
UNIVERSITI  
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MARA



## COMPANY ANALYSIS

### BULBHEAD

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

**FACULTY & PROGRAMME** : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

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Mohd Zamir Syamim Bin Zanon Abidin.

## **EXECUTIVE SUMMARY**

BulbHead.com were founded in 2015, is a cutting-edge website designed to provide “BulbHeads,” or their customers, with a superior shopping experience. This company offerings a high-resolution photos, educational videos, and customer feedback, allowing BulbHeads to share their thoughts and make informed purchasing decisions.

The first problem regarding their product is slender handle which make majority does not satisfied when doing chores. From the observation, housewives prefer the broom with not to slender handle which make them comfortable when sweeping. The handle will help in giving good grip when sweeping on the floor. As we know the satisfaction is different when holding a not-so big handle.

The second problem is this Spin Broom cannot clean at 100% as the Spin Broom only sweep which can only clean the dirt, but cannot clean the stain marks on the floor. So, with the combination of broom and mop can help solve the problems in one way.

The third problem can be detected from the product is, Spin Broom will produce noisy sound when on a rough surface. Sometimes, consumer prefer to swipe all the mess at every type of floor whether in house or outside house which is the floor made from cement. So, by producing a modify sponge, which can absorb the sound that was implemented at around the inside of the broom box can helps in solving the noisy sound problems.

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### 3.0 PRODUCT ANALYSIS

A SWOT analysis is the short term of Strength, Weakness, Opportunities and Threat analysis used to determine the competitive role of an organization and to establish a strategic strategy. The SWOT model assesses all internal and external factors, as well as present and future prospect. It includes a realistic, fact-based, data-driven look at the strengths and weakness of an organization, its policies or the industry. The organization such as BulbHead needs to keep the analysis accurate by eliminating pre-conceived biases or grey zones by relying solely on real-life situations. Companies should use it as a reference, not simply as a prescription. As the BulbHeads as my company references, I have identified the SWOT analysis for the company and the result as follows:

 <p>Component of Spin Broom in a box</p>	 <p>Bottom sight of Spin Broom</p>
 <p>Box that shows the dirt and rubbish that been sweep by Spin Broom</p>	 <p>Function of Spin Broom from advertisement</p>

Table 1: Features from Spin Broom