



اَوْنِيُوْرُ سِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# COMPANY ANALYSIS

**C.S.L THEAN YEANG AQUARIUM (M)  
SDN BHD**

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

**FACULTY : FACULTY OF COMPUTER SCIENCE  
AND MATHEMATICS**

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**SEMESTER : 6**

**PROJECT TITLE : SMART AQUAPONICS MONITORING SYSTEM**

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## **EXECUTIVE SUMMARY**

C.S.L THEAN YEANG AQUARIUM is a local company that provides professional expertise for the effort to upgrade the standard of all fields for the pets, fish aquarium, aquascaping and pond & garden facilities in Malaysia. CSL is the largest one-stop aquarium, terrarium and pets products specialist center in Malaysia. In this company analysis, it is focusing on the aquarium that is produced by the CSL to be investigate, identified and analyzed along with their current problems and come out with solutions.

In the first part of the project report, I able to collect general information of the company such as the background of the company, technology used and different kind of furniture that the company manufactured.

In the second part of the project report, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing system are essential in business development growth.

## 2.4 Products / Services

CSL Thean Yeang Aquarium (M) Sdn. Bhd is producing and distributing over 296 stock-keeping units of aquariums to local and overseas consumers. Majority of the group's products are distributed and marketed under its brands. CSL's products are:



**Figure 2.3:** Aquarium 1

**Description:** Beautiful and unique overall appearance in black colour with silver frame. Selection of imported high-grade quality tempered glass materials. Equipped with device such as lighting and bottom filtration with water pump and UV light. Open the front door will trigger the induction lighting system. Suitable for all types of tropical ornament fish.

**Classification of product:** 120cmL x 58.2cmW x 89cmH x 30w, 420L (A-727S)



**Figure 2.4:** Aquarium 2