



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA



COMPANY ANALYSIS

BestPriceShop Sdn. Bhd.

Faculty of Applied Science

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Muhammad Amin Bin Mohamed Don

Executive Summary

BestPriceShop is a local company that is based in Puchong, Selangor. It is a company that its focus is to merchandising fitness equipment. The focus of this company analysis is a doorway bar that is a product for this company. Chin Up Bar Cub-150 is the name of the product. This product will be investigated and the problems with the product will be identified and analysed. A possible solution for the problem will be given too.

The very first notable problem lies on the adjustable part of the product. The adjustable part is totally made up of steel and has a smooth surface making it hard for consumer to adjust the width. An unsecured grip to the wall or door could make consumer to fall while doing pull up and could cause serious injuries. The second problem for the product is the quick worn-out cushion foam. The cushion foam that is used makes is not elastic enough. This will make the cushion slippery and making it hard for consumer to exercise with it.

The solutions for two of the stated problems can be made with just a few customizations. For the adjustable part problem, we can change the material used to make that part. We can put a rubber ring on the steel knob. We can also change shape of the knob. From a grip less round shape, to a hexagon or octagon shape. Moving the adjustable part is also an improvement that can be made. We can move the adjustable part, from the end of the bar to the mid a little bit. The adjustable part can be made just like a twist tube from a glue stick. The solutions that were given is a possible solution that could hopefully improve the sales of the product and improve the company's profit.

Figure 2.1 BestPriceShop Company Logo

2.2 Products by BestPriceShop

Product	Classification of Product	Description
	<p>Doorway bar</p>	<p>A doorway bar that can be placed on a doorway enables consumer to workout indoor.</p>
	<p>Dumbbell</p>	<p>An adjustable weight dumbbell that can be change into barbell</p>
	<p>Anti-slip glove</p>	<p>Anti-slip glove to enhance the grip when working out with weights</p>