



اُنِيُوْ سِيْطِيْ تِيْ كُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



EE-LIAN ENTERPRISE (M) SDN. BHD

COMPANY ANALYSIS

EE-LIAN ENTERPRISE (M) SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF MARINE TECHNOLOGY

SEMESTER : 4

PROJECT TITLE : Dish drainer of Ee-Lian Enterprise (M)

Sdn. Bhd.

NAME : NURUL HIDAYAH BINTI MOHD SOBERY

STUDENT ID : 2019685998

LECTURER : DR. SHAFIQ SHAHRUDDIN

TABLE OF CONTENT

TITLE	PAGE
ANKNOWLEDGEMENT	i
LIST OF FIGURES	ii
LIST OF TABLE	iii
EXECUTIVE SUMMARY	iv
1. INTRODUCTION	
1.1 Background Of The Study	1
1.2 Purpose Of The Study	2
1.3 Problem Statement	3
2. COMPANY INFORMATION	
2.1 Background	4
2.2 Organizational Structure	5
2.3 Products/Services	6
2.4 Technology	8
2.5 Business, marketing, operational strategy	11
3. COMPANY ANALYSIS	
3.1 SWOT	14
4. FINDINGS AND DISCUSSION	
4.1 Findings	17
4.2 Discussion	19
5.RECOMMENDATION AND IMPROVEMENT	21
6.CONCLUSION	23
7.REFERENCE	24
8.APPENDICES	25

AKNOWLEDGEMENT

In the name of Allah S.W.T , The Most Gracious and Merciful for give me the chance and strength to complete the research of this case study in Technology Entrepreneurship (ENT600) successfully.

I would like to express my special thank of gratitude to Dr. Syafiq Shahrudin for his patience and kindness in teaching, commenting and leading us to complete this report. His gave me the golden opportunity to do thus case study and I come to know about so many new things. I am really thankful to him.

Secondly, I would also to thank my parents and friends who helped me alot in finalizing this case study within the limited time frame. Additionally, pandemic Covid-19 outbreak cause the limit of movement order by the government that occurred during to complete thus report.

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau, Perlis, it is a part of study for everyone to undergo a case study project. So for this purposed, I got the opportunity to do research on a company which manufactured the same product that I want to develop in new product development. he company that I have chosen is Ee-Lian Enterprise (M) Sdn. Bhd. that produce a rack for dishes or dish drainer in the brand name elianware. The company is based in Pulau Pinang, Malaysia.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the searching only in the internet. This is due to the Pandemic Covid 19 and the Movement Control (MCO) in Malaysia that limit the activities of each students.

In the second part of the report, contains the specialized subject study. Objectives of this project is to work on the background, organizational structures, product and services that Ee-Lian Enterprise (M) Sdn. Bhd. provides. Next, I also study on the business, marketing and operational strategy that the company has been implemented for years and not to forget on their financial achievement.

In this case study, I also analysed the strength, weaknesses, opportunities and threats of the company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing customers of this company, I analysed and find a solution to overcome and fulfil their customer's needs. The solution that I gained in this case study will be later on. Thus, from the needs and demands from the existing customers of this company, I analyse and find a solution to overcome and fulfil their customer's needs.

2.3 Products and Services

TYPES OF PRODUCTS	CLASSIFICATION OF PRODUCTS / SERVICES
	<ul style="list-style-type: none"> • Plastic Dish Drainer • Model Name: E286 • Available in 3 colours <ul style="list-style-type: none"> ➤ Blue ➤ Green ➤ Gray • Material: Plastic • Length: 46cm • Width: 36cm <li style="padding-left: 40px;">Height: 11.8cm
	<ul style="list-style-type: none"> • Dish Drainer Marble Design • Model Name: E289 • Available in 2 colours <ul style="list-style-type: none"> ➤ Gray ➤ White • Materials: Plastic • Length: 48cm • Width: 37cm <li style="padding-left: 40px;">Height: 12.5cm