



اَوْنِبُوْا سَيِّئَاتِيْ مَا تَبْكُوْا لَوْ كُنِيْ مَبْرًا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS Ee-Lian Enterprise (M) Sdn. Bhd.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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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(NPD). The company that I have been chosen is Elianware household plastic wares that produce many type of reusable water bottle like vacuum flask, shakers and more than. This company currently based in Malaysia. The general information of the company has been collected. The information that I get is through the searching in the internet. I also analysis the strength, weakness, opportunities and threats of company by using SWOT analysis.

COMPANY INFORMATION

2.1 Background

Ee-Lian Enterprise (M) Sdn Bhd (ELE) was incorporated in year 1993 and commenced operation in 1994. ELE was founded by Teoh Han Chuan and Heng Sew Hua. ELE began operation in a shop-house located in Georgetown that focusing on the trading of plastic wares under “elianware” brand.

Established in Penang in year 1994, from a small trading business 22 years ago, EE-LIAN has evolved into a major industry player with proven capabilities and achievement, with the distribution of coverage of its product “elianware” throughout Peninsular and East Malaysia. Their company also expanded their export markets namely ASEAN countries, Middle East, Africa and others.

Their R&D team is continuously researching and launching new product with many ways to capture the interest of the consumers with attractive designs and also unique packaging.

Refer to appendices Table 1 Basic Information of Elianware Sdn Bhd

2.2 Organization structural

The manager and marketing at Elianware Sdn Bhd is Connie Yong but there are no completely organization structure of Elianware company because it not provided on the website or online platform.

2.3 Products/ Services

Elianware is producing over 1600 stock-keeping units of household plastic wares either to local or overseas consumers. Majority of the Group’s products are distributed and marketed under its brands. Elianware’s products are:

- Baskets and containers
- Bath and laundry ware