



اَوَّلُ مَا تَكُونُ لَوْ كُنَّ مَارَا
UNIVERSITI
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MARA

COMPANY ANALYSIS



SMART TAG

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This assignment is about identifying the problem with the product. The company that I have chosen is Smart Tag by Touch n Go. From their variety of products, I have chosen the Smart Tag devices to do my analysis. In this case study, I have done the SWOT analysis to identify the strength, weaknesses, opportunities, and threats of the Smart Tag devices. The main problem I identified on this Smart Tag is that the Smart Tag devices are quite bad of the battery used, unlike the other products by Touch n Go. From the problem, I can come up with the best solution which is bringing to change the Smart Tag supplier in order to increase the output of a more durable product.

2.3 Products and Services

2.3.1 Products

Touch 'n Go Sdn Bhd provides electronic payment solutions. The Company offers secure, swift, and convenient cashless payment services. Touch 'n Go serves clients in Malaysia. "Toll Network Automatic Payment Systems" is an on-board unit (OBU) vehicle device that complements Touch 'n Go, a card-based system, as an electronic toll collection (ETC) system across long distances (maximum 15 meters). It was initially established in Malaysia in 1999 and is also utilised as a security system for entrances.

1. Touch 'n Go eWallet



Function: Used by Malaysian toll expressway operators as the sole electronic payment system.

Location: Malaysia

Currency: Malaysian Ringgit

Usage: Parking, Retail, Public transport, Toll fare

Top up point: Touch 'n Go Hubs and Hotspots

Type: Tesco Clubcard, Zing, Fleet Xs, Standard, PLUSMiles, Biz Xs

Credit expiry: 12 months of inactivity

2. SmartTAG

