



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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MARA



COMPANY ANALYSIS

Eco-Shop

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY REPORT

FACULTY	FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
SEMESTER	5
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EXECUTIVE SUMMARY

Eco-Shop Sdn Bhd is one of the leading Retail Chain Store and has 82 branches throughout Malaysia.

Eco-Shop was established on 1 June 2003, the head office and warehouse is located in Jementah, Johor. The main business is selling convenience goods including food, daily products, household products, cosmetics, toys, stationary, hardware and so on. The price for each item is RM2.12 only.

In addition, they have used the fully computerized system to organize and facilitate the logistic of warehouse management with branches and sales management in the branch. The company promised to provides quality service based on customer request, supplying of goods is not only convenient but well worth to satisfy the needs of each customer. For example, supply of the latest products and goods collocation more than 8,000 types of products. The slogan for their company is “Beli Sekali, Pasti Kembali.” Their company type is Small-Medium Enterprise.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background Of The Study

ECO Shop is one of the leading retail chain stores in Malaysia, It was incorporated as Eco-Shop Marketing Sdn. Bhd. in Malaysia on May 18, 2006. The headquarter office and warehouse are located at Jementah, Johor. Currently, have more than 82 outlets in all over West Malaysia.

Eco shop's core business is importing, wholesaling and retailing Fast Moving Consumable Goods (FMCG) such as food products, beauty aids, stationeries, household products, hardwares, toys, seasonal items and home supplies plastic items. Every products just selling at RM 2.12 only.

They strive to meet customers' needs through convenience and super value deal. While continuously evaluate the product varieties according to the customers' demands in order to provide convenience and good quality products to them.

They have invested fully computerized RMS and POS system in daily operation, from HQ warehouse logistic management, stock distribution to respective outlets daily sales activities. Eco shop committed to work more efficiently and to delivery excellent service and quality products to our valued customers.

They have more than 2,500 of employees working with Eco shop. They also don't just monitor the rapid growth of their business, but also focus on growing of their people too! On and off, their people have the opportunities to attend self-development trainings and workshop to build up their own values. They strongly believe the increasing of their self-worth is the best contributions to their business, from inside out.