



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MYR CONSTRUCTION SDN.BHD

TECHNOLOGY ENTREPRENEURSHIP
(ENT600)

CASE STUDY REPORT

FACULTY: FACULTY SCIENCE COMPUTER AND
MATHEMATICS

CLASS:CS2416C

NAME: NOOR SYAMEERA 'AINA ABDULLAH

LECTURER'S NAME: MADAM AZZAH AMRAN

ACKNOWLEDGEMENT

In the name of Allah The Most Beneficent and The Most Merciful. All praise to Him in letting me completing my case study report in the time frame provided. It might be hard at first after knowing all the reports need to be done individually but I do believe that this will give more benefits to me and fellow friends.

First and foremost, I would like to thank my lecturer, Madam Azzah binti Amran for always giving me her 100% support. These tasks are really difficult for me as I need a lot of time to figure out the product. I have faced so many heartbroken when madam decided to not approve my ideas and finally, after sixth try and error, I found the right one. Her willingness in helping me and my classmates are very valuable. Never once she get annoyed by our questions but in fact, she keep on answering very clearly and giving so many examples so that we can get the overview.

Besides, I would like to thank the Faculty of Computer and Mathematical Sciences of UiTM for offering this subject, Technology Entrepreneurship. It gave us a chance to participate and learn about being a successes entrepreneur.

Lastly, thank you to Madam Suhana, staff in MYR Construction Sdn. Bhd for giving me this opportunity to interview her. She gives me a lot of knowledge and experience in business field.

TABLE OF CONTENTS

CONTENT	PAGES
i ACKNOWLEDGMENT	i
ii TABLE OF CONTENTS	ii
EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	
1.1 BACKGROUND OF STUDY	2
1.2 PROBLEM STATEMENT	3
1.3 PURPOSE OF STUDY	3
2.0 COMPANY INFORMATION	
2.1 COMPANY BACKGROUND	4
2.2 ORGANIZATIONAL STRUCTURE	7
2.3 PRODUCT/SERVICES	8
2.4 TECHNOLOGY	9
2.5 BUSINESS MARKETING OPERATIONAL	11
2.6 FINANCIAL ACHIEVEMENT	13
3.0 SWOT ANALYSIS	14
4.0 FINDINGS AND DISCUSSION	15
5.0 CONCLUSION	16
6.0 RECOMMENDATIONS AND IMPROVEMENTS	17

EXECUTIVE SUMMARY

MYR Construction Sdn. Bhd is company that is incorporated under Company Act 1965 on 20 October 1994. This company is located at Tumpat, Kota Bharu, Kelantan. This company is well-establish and almost 26 years in the industry. To become a successful local company among furniture industry is the target of this company. Services that are provided by the company is dealing, designing and creating office furnitures for the government and private sector, developer of furniture for educational institution and creating and designing cabinet and furniture for houses. The main problem that were faced by the company is they produce a lot of waste products such as chipboard, mirror and others. The idea to overcome the problem should focused more on how to recycle the waste product which can benefit for the company instead of throwing all those high quality products.

