



اَوْنِبُوْرَسِيَّتِيْ بِاْتِيْكَوْلُوْكِىْ بِاْمَارَا
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MYR CONSTRUCTION SDN. BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Technology Entrepreneur (ENT600) subject allows students to apply technology solution in their real life. As a student, it is important to experience a case study for actual business activity. In order to complete this case study report, I got a chance to interview MYR Construction Sdn Bhd which is the one of the biggest furniture factories in Kelantan located at Kg Delima, Wakaf Bharu, Kelantan. This company was chosen since I found that this company fulfil the requirement of this report.

MYR Construction Sdn Bhd is a production and services business that provide the services in designing the furniture for government and private office, manufacturing various types of furniture for educational institute, supply interior decoration furniture for home and office in contract and supply furniture for government and private department.

The problem faced by this company are they have a lot of leftover chipboard that are unorganized but still useful and can be used or other purpose and another problem is the time consuming to transfer design from designer computer at the office to CNC Boring Machine as they do not have any program that directly transfer the design to the machine. Therefore, this study will help this company to overcome that problems.



CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Nowadays, technology is the most important aspect of our daily life, all around us is completely using technology to solve the problems. Especially for the organization of releases or services of business products. These showed that technology makes our lives easier. Cultivating people with unique abilities and thinking outside of the box to change their work and life, subject Fundamentals of Technology Entrepreneurship course (ENT600) meet those requirements. In this subject, students will be exposed to skill and knowledge that will help grow ideas business and their own technology. So, this subject has led us to a case study to identify the technology that can be invented.

Since students are freely to select any background of business, I have chosen furniture business as a topic for case study. I have studied and collect some information from MYR construction Sdn Bhd by interviewing one of the staff at the company. MYR Construction located at Kg Wakaf Delima, Wakaf Bharu, Kelantan that provide the services in designing the furniture for government and private office, manufacturing various types of furniture for educational institute, supply interior decoration furniture for home and office in contract and supply furniture for government and private department.

To obtain deeper information about the company, SWOT analysis applied during interview session. Due to the fact, the information of company strength, weakness, opportunities and threat can be known. By doing SWOT analysis, a good case study can be obtained and help others who have intention to start business make some preparation.