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TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY REPORT

PROJECT:

MYR CONSTRUCTION SDN BHD

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Table of Contents

Executive Summary	1
CHAPTER 1: INTRODUCTION	
1.1 Background of Study.....	2
1.2 Problem Statements.....	3
1.3 Purpose of Study	3
CHAPTER 2: COMPANY INFORMATION	4
2.1 Company Background.....	5
2.1.1 Location	5
2.2 Organization Structure	7
2.3 Products and Services.....	8
2.4 Technology.....	9
2.5 Business Marketing Operational.....	11
2.5.1 Business Strategy.....	11
2.5.2 Marketing Strategy.....	12
2.5.3 Operational Strategy.....	13
2.6 Financial Achievement.....	13
CHAPTER 3: SWOT ANALYSIS.....	14
CHAPTER 4: FINDINGS AND DISCUSSION.....	15
CHAPTER 5: CONCLUSION.....	16
CHAPTER 6: RECOMMENDATION AND IMPROVEMENT.....	17

EXECUTIVE SUMMARY

MYR Construction SDN BHD is an incorporated under Company Act 1965 on 20 October 1994 and it is located in Kota Bharu, Kelantan. The company have been operated for 26 years and it is a well-established. The objective of the company is to become a successful local company among furniture industry. Service that were provided by the company is dealing, designing and creating office furniture 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.



CHAPTER 1

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.

1.2 Problem Statement

One of the problem encounter by this company is they have a lot of leftover chipboard that are unorganized but still useful and can be used for other purpose.

Another problem is time consuming to transfer design from designer's computer to the CNC Boring Machine as they do not have any program that directly transfer the design to the machine.

1.3 Purpose of Study

