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TECHNOLOGY ENTREPRENURSHIP (ENT600)

CASE STUDY

ALIAS BATIK & TRADING

SEMI AUTOMATIC CANTING PEN

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EXECUTIVE SUMMARY

As a student in UiTM Kota Bharu, case study project is the part of study for the student. So, I got the opportunity to research a company which manufactured the same product that I decided to develop. The case study is about the cloth and retailing on batik. Alias Batik & Trading Company had been chosen because of its background of the company is ideal since it has a connection on this case study.

The company has run for about 46 year when it started at 1971 which form by Alias Mohd Salleh one of the children of Mohd Salleh which is a former owner of the company which located at Kota Bharu, Kelantan. This company also have faced certain issues such as the weather condition to produce the batik and the old building facilities which had limit the production activities.

The company is a manufacturing company where a variety of design of batik clothes and fabric are produced. The product is made by cotton cloth which have the length of 4 meters longs (depend on the customer how long the cloth) respectively and depends also to the demand of the customer whether the design is custom – made or ready – made and also the price of each unit is sold at RM 100.

The quality of the product is preserve since the company practice quality management control and the design is improved by came up a new design every month with copyright to ensure no copy – cat or duplication happen in the future. The business hour of the company starts from 8 am until 5 p.m. from Monday to Saturday except on public holiday.

In this case study, I analysed the strength, weaknesses, opportunities ad threats of the company by using SWOT analysis. Based on the observation, this company have a good quality product maintenance since the new design of batik is developed every month with protection of copyright too

The location of the company is quite strategic since it has an easy route to deliver goods to the retailer or customer more easily. The company also faced some constraints such as lack of training, high cost of transportation or raw materials and also the production process that depends on the weather.

In addition, the company also faced with the issues of copyright of design which is other designer claimed it was their design also and also trying to copy the design of batik of the company. Hence, from the needs and demands from the existing consumers, I analysed and find a solution to fulfil their needs Consumer Trend Canvas (CTC) analysis, making it as the innovation to be continued in new Product Development task.

1. INTRODUCTION

1.1 Background of the study

This case study is a research on a local business which known as Alias Batik & Trading. The company is a family legacy company which started back at 1911 which is known as Mohd Yusoff & Company. Then, in 1945, it was taking over by Mohd Yusoff son, Mohd Salleh as Samasa Batik. 26 years later, the children of Mohd Salleh decided to open up their own company themselves thus Alias Batik & Trading was formed by Alias in 1971. The company was selected as a reference for completing the case study for Technology Entrepreneurship (ENT600) because of the potential of this company in Batik manufacturing business.

1.2 Purpose of case study

The purpose of this study is to provide insight, information as well as general idea on how an entrepreneur thrives to be successful along their line of leadership in a company. How does he start his company, the problems that he faces and how does he overcome it, his company's strengths and so on. Since as students, we still do not know a proper way of handling such a big and heavy burden right from the get-go.

Hence this study also gives us, the researcher a helping hand on how to run a company by implementing their strengths and avoiding their weaknesses using detail analysis that we have learnt. By the end this study, we hope that we can use this once in a lifetime experience not to mention their advice as a stepping stone and also as an inspiration to make ourselves great entrepreneurs as the one we have studied.

1.3 Business problem description

a. Weather

Since the making of batik need sunlight to complete the process, so it is completely depends on weather. If it is raining, all the process need to be stop and delay until the rain stop even if it is cloudy also the employee cannot continue doing their works until the Sun rise. East Malaysia usually encounter rainy season at the end of the year, so the production decrease in that season because all the process cannot be done without sunlight.

b. Old building

Alias Batik & Trading was established since 46 years ago (1971), so the structure of the building might affect the production which is the roof leaked everywhere when it comes to rainy day. Besides, the company is not