



اَوْنَبُوْ سَيِّدِي تَيْكُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTAL OF TECHNOLOGY ENTREPRENEURSHIP
(ENT600)
CASE STUDY**

D'beadshouse

COMPANY ANALYSIS

D'BEADSHOUSE

FACULTY : FACULTY SCIENCE COMPUTER AND MATHEMATICS
GROUP : CS241 / 6A
SEMESTER : 6
PROJECT TITLE : FABRIC FINGERS PROTECTION
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ACKNOWLEDGEMENT

At first, I would like to express my gratitude to Miss Nur Aishazwanie Shahrulazhar, my subject teacher (ENT600) of Uitm cawangan Kota Bharu for motivating me for this case study. I would like to express my special thanks to Madam Norshafiza Binti Abu Hassan for giving me his valuable time and giving me all the information regarding the product and company.

I also want to thanks to all the people who directly and indirectly helped me and expect the same from their side throughout the successful completion of the case study. At finally, an honourable mention goes to my family for their supports in completing this project. Once again, thanks you very much, may Allah SWT bless you all.

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EXECUTIVE SUMMARY

Bead embroidery is a method of sewing beads to a cloth, leather or other base material used to embellish the surface. Bead embroidery does not require a range of special devices. It only needs a foundation material, a lining (this is optional), a backing material, thread, and beads. The problem it is there is no sew machine that can be used to embroider the beads. So that, the tailor who run a business of bead embroidery always hurt their finger to generate revenue and show their talents of bead embroidery. Thus, the product was proposed to be produced to help all the tailor that having the same problem. The product that can give consumer the comfortability and protection while using it.