



COMPANY ANALYSIS

THELIMA PRINTING

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. For the purpose of conduct this case study, I got the opportunity to make research about one of the company which is Thelima Printing. Thelima printing produced a variety of t-shirt printing services that gives high satisfaction of consumer and they allow customer to design their own t-shirt and also can choose the sample design t-shirt on their website. This company located at Tumpat, Kelantan. In the first part of the project report, the general information of the company has been collected by interviewing the owner of the Thelima Printing.

In the second part of the report, the objective of the study is to work on the background, organizational structure, products and services that Thelima Printing provided. Besides that, I also study about the technology of Thelima Printing used which is hot press, silk screen and heat transfer. Next, I study about the business, marketing and its operational strategy in promoting their products which I find absolutely interesting. Lastly, I research about the company financial management to see how they manage their financial and how they gain the achievement from the financial management. For accomplish the company vision, every business should design a strategy because strategy is an action plan for getting the goals.

By using SWOT analysis, I analysed the strength, weakness, opportunities and threats of this company in real business world. To get the overall finding about Thelima Printing, there are four elements are taken in the overall picture. Before conducting the New Product Development task, the overall picture is crucial to get a new idea.