UNIVERSITI TEKNOLOGI MARA

# COMPANY ANALYSIS

## MR RIGHT TRADING

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## TABLE OF CONTENT

**ACKNOWLEDGEMENT** ..... **i**

**TABLE OF CONTENT** ..... **ii**

**LIST OF TABLES** ..... **iv**

**LIST OF FIGURES** ..... **v**

**EXECUTIVE SUMMARY** ..... **vii**

**1. INTRODUCTION** ..... **1**

1.1 Background of Case Study ..... 1

1.2 Problem Statement ..... 2

1.3 Purpose of the Case Study ..... 2

**2. COMPANY INFORMATION** ..... **3**

2.1 Background of Company ..... 3

2.2 Organizational Structure ..... 4

2.3 Product / Services ..... 4

2.4 Technology ..... 7

2.4.1 Cutter Machine ..... 7

2.4.2 Sewing Machine ..... 8

2.4.3 Embroidery Machine ..... 8

2.4.4 Sublimation Machine ..... 9

2.4.5 Silkscreen Printing ..... 11

2.5 Business, Marketing, Operational Strategy ..... 14

2.5.1 Business Strategy ..... 14

2.5.2 Marketing Strategy ..... 15

2.5.3 Operational Strategy ..... 16

2.6 Financial Achievements ..... 16

**3. COMPANY ANALYSIS ..... 17**

3.1 SWOT Analysis ..... 17

**4. FINDINGS AND DISCUSSION ..... 18**

4.1 Sublimation Machine Technician ..... 18

4.2 Unstrategic Location ..... 18

4.3 Small Size of Factory ..... 19

**5. CONCLUSION ..... 20**

**6. RECOMMENDATION AND IMPROVEMENT ..... 21**

6.1 Target Audience ..... 21

6.2 Develop an Online Designer ..... 21

6.3 Automate Customer Service Department ..... 21

**7. REFERENCES ..... 22**

**8. APPENDICES ..... 23**

## EXECUTIVE SUMMARY

This case study is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Kota Bharu, it is a part of the study syllibus which require each of the students to undergo a case study project. For this purpose, I have got the chance to do a research on a corporate entity that manufactures products that deeply interest me which is Mr Right Trading. The company provides service of sewing clothes and t-shirt printing.

In the very first step, general information regarding the company was collected. Informations are gathered through primary and secondary sources. The owner of the company has been interviewed and extra informations from the online articles were used in the case study.

The second part of the report contains the specialized study subjects which are the background of the company, organizational structure and products and services provided by the company. Plus, the technologies used by Mr Right Trading were also been studied and divided into several subtopics according to the machine used. I had also identified the business, marketing and operational strategy that were implement by the company. Lastly, the financial achievement of the company had also been determined.

In the next chapter, the analysis of the company based on its strengths, weaknesses, opportunities and threats has also been identified.

The findings and discussion chapter elaborate on the problems faced by the company and the corresponding solutions.

Later, the conclusion part sums up the main points from the findings and discussion in previous chapter.

Last but not least, recommendation and improvement for the case study is explained in the last chapter.