



COMPANY ANALYSIS

Rainbow Laundry Services

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	:	FSKM & Bachelor of Science (Hons.) Statistics
SEMESTER	:	6
PROJECT TITLE	:	Company Analysis for Technology Entrepreneurship
NAME	:	Umi Nadrah binti Abd Wahap
STUDENT ID	:	2019336309
LECTURER	:	Puan Yusrina Hayati Nik Muhammad Naziman

ACKNOWLEDGEMENT

In carrying out our assignment, I had to take the support and guidance of some esteemed person who deserve our deepest gratitude especially to Madam Yusrina Hayati Nik Muhammad Naziman as my lecturer for ENT600. The completion of this case study brings me a great deal of pleasure. I would like to express my gratitude for providing us with a good guide during the various consultations.

I would also like to extend our sincere gratitude to all those who have directed us, directly and indirectly, to write this task. Moreover, a very special gratitude to the manager of Rainbow Laundry Services, Encik Nizam bin Ahmad for giving me an opportunity and make some time for the interview session and gave me many information and advices regarding business. Lastly, special thanks to my classmates for always supporting each other and gave suggestions for improvement of my case study report.

TABLE OF CONTENT

	PAGE
FRONT PAGE	I
ACKNOWLEDGEMENT	II
TABLE OF CONTENT	III
LIST OF FIGURES	IV
LIST OF TABLE	IV
EXECUTIVE SUMMARY	VI
1. INTRODUCTION	
1.1 Background Of The Study	6
1.2 Problem Statement	6
1.3 Purpose Of The Study	7
2. COMPANY INFORMATION	
2.1 Background	8
2.2 Organizational Structure	9
2.3 Products/Services	10
2.4 Technology	11
2.5 Business, marketing, operational strategy	12
2.6 Financial achievements	15
3. COMPANY ANALYSIS	
3.1 SWOT analysis	16
3.2 Elements in SWOT Analysis	17
4. FINDINGS AND DISCUSSION	20
5. CONCLUSION	21
6. RECOMMENDATION AND IMPROVEMENT	22
7. REFERENCES	23
8. APPENDICES	24

LIST OF FIGURES

	PAGE
Figure 1: Maps of Rainbow Laundry Service	8
Figure 2: Organizational Structure	9
Figure 3: Laundry pick-up and delivery services	12
Figure 4: Official website of Rainbow Laundry	13

LIST OF TABLES

	PAGE
Table 1: Background of company	8
Table 2: Pricing list of laundry services	14

EXECUTIVE SUMMARY

Technology Entrepreneurship (ENT600) subject allows students to apply technology solutions in their real life. It is necessary to have a case study experience with real business operations. In order to accomplish this case study, I have given an opportunity to interview Rainbow Laundry Services located in Bandar Puteri Puchong. This business has been chosen because I found that the laundry is attractive in a very strategic place and every minute there will always have clients there.

I collected as much as information from the owner of the company to expand the idea during completion of this case study. Information is gathered through primary and secondary source. Their business plans including the business, marketing and operational strategy are interesting and advance, yet according to the manager, they always need an improvement for the strategies as their promises to clients are high such as with 100% happiness guaranteed and high quality services.

In this case study, I decided to analyze strengths, weaknesses, opportunities and threats for this company by using SWOT analysis. As for that, I can explain and expand my idea on how to improve their business with extra information I got from internet.