



## COMPANY ANALYSIS

TRILI MAJU SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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Besides, I would like to thank the University of Technology MARA for offering this subject to a final year student like me. This subject is actually helping the student to have their own thinking or awareness about entrepreneurship for the time coming.

Also, I would like to thank Trili Maju Sdn. Bhd. for giving us the opportunity to do a case study about their company. The case study helps them to face their problem through the solutions that come out from the discussion. Finally, thank our family and friends that always support me complete this case study.

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## **EXECUTIVE SUMMARY**

Technology Entrepreneurship (ENT600) subject gives encouragement for the student to apply the technology solution in a real-life situation. In order to complete this case study, I choose Trili Maju Sdn. Bhd. as my case study to help the company face their problems. Trili Maju Company is one of the famous logistics services in Penang Port.

The problems faced by this company are to pay high for energy resources need for the equipment. Besides, the time-consuming for the main services took too long for one container to be done. The company also has a problem with the number of staff in order to increase the sales of the company. The uses of technology in the services are so lame because it takes time and not efficient for the company. The last problem is the company has a low advertising strategy to increase its sales and services.

From the problems that have been discussed, I come out with a few solutions and I hope it will help the company to solve their problems from time to time. The solutions are to use technology innovation to help the company grow its services. Thus, this report will explain the detail of this case study that helps Trili Maju Company with that technology.