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CASE STUDY

PRIMA UTAMA JAYA SDN. BHD.

CONSTRUCTIONS, SUPPLIES & SERVICES COMPANY

PREPARED BY,

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EXECUTIVE SUMMARY

This case study is a research and review the development of a company . For this case study we will review a construction and service company which is PRIMA UTAMA JAYA SDN. BHD. This study investigated the company in term of it achievement, strength, weaknesses, opportunities, threat and recommend the solutions and how to improve the business.

PRIMA UTAMA JAYA SDN. BHD. is a multipurpose company since they run a business behalf of constructions, supplies and services. They do construction of building and road, supply constructions materials and lab equipment. In addition, they also provided service of office cleaning , grass cutter and drainage clearing.

This company vision is to be a leading Bumiputera constructions, supplies & services company in Sarawak by the year 2025 and their mission are to promotes and nurtures work quality & services excellence , constantly exceeding expectations and builds and maintains a customer-oriented culture.

We analysis the company strengths, weaknesses, opportunities and threat to concentrate the company activities , identified the business problem and recommend the solution to solve the problem. We identify the problems faced by the company which is the workers problem, financial limitation and the long term funding requirement. These problem really gave the negative impact to the company . For the example, when the workers had their personal problem and they brought their unstable mood to the work place causes their work did not done properly or well. Besides, this problem workers often take day off resulting in slow work being completed due to the lake of labor.

We recommend the solution for the business problems that could help to solve or alleviate the problem. This solution also come with it advantages and disadvantages to make it more effective.

INTRODUCTION

Case study is a process or record of research into the development of a particular person , group, or situation over a period of time. Our case study was undertaken over interview of a company.

The purpose we conduct this case study is to analyze the development of the company. From this , we can gain a knowledge on how to handle a business properly. We know that managing a business is not an easy task because we need to make sure the company run successfully. Nowadays , our economic is unstable so that we must learn an effective strategy to face all the problems that might happen in the company.

This company gets troubles when their projects are paid late by a certain parties cause they lake of money to make as round capital, paying employees salaries and others and we called it limited financial.

COMPANY INFORMATION

● BACKGROUND OF THE COMPANY

Prima Utama Jaya Sdn. Bhd. was established on 11th February 2010 as a registered company in Malaysia . The company number is 889921-T and the registered office is at Ba 204 , First Floor, Batu Kawah New Township, Batu Kawa Road, 93250 Kuching Sarawak. The company has developed and now directly employs 7 professional employees and 20 contract employees.

Prima Utama Jaya Sdn. Bhd. has continually provided a variety of professional engineering , supplies and services to municipalities, government agencies and commercial or industrial companies. In the time to come, Prima Utama Jaya Sdn. Bhd. will providing access to capital to grow a business , creating a new paradigm for construction, supply and services or pioneering innovative approaches to education : Empower the most talented people in each field and encourage them to pursue their passions.

This company primary business base on three aspect which is constructions, supplies and service. First for the construction they are doing construction of building, road, civil works and maintaining or repair works. Next, they are supplying construction materials , office automation and lab equipment. Lastly, they provided some services such as office cleaning , area cleaning, grass cutter and drainage clearing.