



اَوْبُوْ سَيِّدِي تَيْكُوْلُوْ كِي مَانَا  
UNIVERSITI  
TEKNOLOGI  
MARA

### COMPANY ANALYSIS



**MR. QAYUM HOME**

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

**FACULTY** : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

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## **EXECUTIVE SUMMARY**

Technology Entrepreneurship (ENT600) subject allows the students to apply technology solutions in their real life. As a student, this subject is important to gain experienced about the actual business activity like in detected the problems also improved the business. Firstly, I got a chance to interview Mr. Qayum Home Company to complete my case study. The company is located at Kerteh, Terengganu which is in between business lots and the middle of the town, near the mosque and playground. As I observed, the reason why I chose this company is because there are a lot of customers who went there to do their laundry. Mr. Qayum Home is a business that provides self-service laundry without much personalized professional help. This company has been operated for 4 years in the industry. The facilities that they offered is washer and dryer machines, coin changer, and softener dispensers to ease the customers when they want to do their laundry. They also install a vending machine at the shop to make sure that their customers would not be thirsty while they are waiting for their clothes to be done. For additional facility, they are added steam iron board, Wi-Fi, television, folding table, and seating.

As a business grew up, there must be some problems that they have to face. Such as uncomfortable places, lack of employees, insufficiency of gas dryer, and maintenance service problems. These problems might be the reasons why their customers feel unsatisfied. Therefore, to help the company to solve its problems, I have suggested a few solutions to the owner. From that, they slowly can take an action to improve their business.