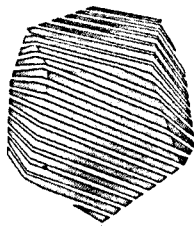




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UNIVERSITI  
TEKNOLOGI  
MARA



***InTunNation***

**DISTURBANCE CAUSED BY STUDIO  
INTUNNATION STUDIO**

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

**FACULTY & PROGRAMME: FACULTY OF MECHANICAL ENGINEERING (EM220)**

**SEMESTER : 7**

**PROJECT TITLE : CASE STUDY OF INTUNNATION STUDIO**

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# 1.0 INTRODUCTION

## 1.1 Background of The Study

Entrepreneurship is a complex term that's often defined simply as running your own business. There's a difference between a 'business owner' and an 'entrepreneur' and although one can be both, what distinguishes entrepreneurship is a person's attitude. An entrepreneur possesses an interior fuel and stamina that drives their actions. This superior energy helps to overtake and surpass the different challenges, and it injects strength to continue pursuing goals when difficulties arise.

ENT600 is a course that has to be taken by UiTM student of mechanical engineering during semester 7 which the course is correlated to entrepreneurship. In one of its assignment, students are required to form a group of 3 members to select one Small and Medium-sized Enterprises (SME)'s company as a reference material and make a case study about the company. Our group has selected InTunNation Studio as our reference material.

In this case study, students must provide the most of the company information. Students must provide background of the company, organizational structure, what products or service of the company, business, marketing and operational strategy and financial achievements of the company. Students must conduct a visit to the company for detail interview with the owner and identify the problems they encounter. The major problems will be discussed and the solutions will be gathered. The best solution and its details then will be implemented.

## 1.2 Problem Statement

There are 2 types of business which is selling a product or provide a services. InTunNation Studio is providing a services with their studio for music and art event and seminar talk. However, the company might have some defects in their services. The defects are;

- Disturbance of noise caused by music event to neighborhood and surrounding.
- Building vibration caused by music event crowd.
- Unsatisfied customer with poor music instruments and poor Public Address (PA) system.

### **1.3 Purpose of The Study**

Students have to relate the theory with the practical situation by applying the ideas and knowledge in the coursework to the real situation. A visit to the company must be done by students to interview company owner for company details. The purpose of this case study are;

- To study InTunNation Studio business operation.
- To analyze and provide solution for sound pollution caused by music event.
- To provide solution for building vibration caused by music event crowd.
- To suggest idea on improving services method.
- To suggest high end technology of the PA system used for the studio.