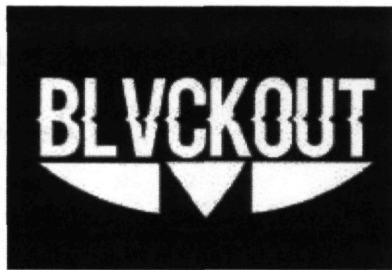




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UNIVERSITI
TEKNOLOGI
MARA

ENT 600 – TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY REPORT



BLACKOUT STORE

NO 2-31A, JALAN KAMARUDDIN ISA, PUSAT PERDAGANGAN KEPAYANG IPOH,

31400, IPOH, PERAK

GROUP : EMD7M13

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1.0 EXECUTIVE SUMMARY

This report is based on the research and analysis that we manage to gather on our study about shoe cleaning service and shoe gallery business of Blackout Resource and Trading. We have made an interview session by calling the company and analyze its system and processes to clean customer product as their main service. We interview the company's owner to learn about their business and to gather required information for this case study report.

We manage to identify the issues and problems that the company had to encounter and have made some research and discussions to find its solutions using some of the techniques. The solution we have made is based on our engineering knowledge and application.

2.0 INTRODUCTION

Entrepreneurship is the process of designing, launching and running business, which is more than not, initially a small business, offering a product, process or service for sale or hire. ENT600 is one of the subjects that have to be taken for the students of mechanical engineering on semester 7 that related to the entrepreneurship. Students are required to select on Small and Medium-sized Enterprises (SME)'s company as a reference material and make a case study about the company. We select Blackout Resource and Trading as our reference company.

Entrepreneur is defined as an individual who organizes or operates a business. It often conflated with the terms "small business" or used interchangeably with this term. While most entrepreneurial ventures start out as a small business, not all small business are entrepreneurial in the strict sense of the term. Many Small business are sole proprietor operations consisting solely of the owner, or they have a small number of employees and many of these small business offer an existing product, process or service.

The major purpose of this case study is to analyze a real-life situation of a business where existing problems need to be solved. We have to relate the theory with practical situation by applying the ideas and knowledge in the coursework to real situation. We are required to identify the problems that they encounter. The major problems will be discussed and the solutions will be gathered. The best solution and it details the will be implemented.

The business problems that our case study created to address are about the process involved and technology used. The problems that we identify are mostly about its processes and services that manually operated using manpower. The example is when the staff of the store manually using their hand to clean the customer shoes and its takes time to fully dry.

3.0 COMPANY INFORMATION

3.1 COMPANY BACKGROUND

Blvckout is a company own by Blackout Resource and Trading, which is established since 3 March 2016 under the registration of business act 1956 Malaysia. This company is a partnership type of company that has 3 board of members.

Blvckout are focused on shoe cleaning services and selling streetwear attire business. As there are so many people wear sneakers and shoes, the company provides all the service that related to customer needed, from selling shoes to the shoe laundry service.

On February 2017, Blvckout opened “The First Drop-Off Sneaker Care Service in Malaysia” located at Ipoh, Perak. The first of its kind flagship store merges the concept of dry cleaning for shoes. Besides focusing on shoe cleaning service, Blvckout still line along with other sneaker lifestyle products by opening a streetwear boutique in order to fulfill the customer demand. By holding on the trademark “Walk Clean With Us”, Blvckout will give only the best service to the customer.

- a) Business Name : Blvckout
- b) Business Type : Shoe cleaning service and shoe gallery
- c) Company Reg. No. : IP0467426-D (SSM)
- d) Contact No. : +6012-591 9815/ +6018-591 0991
- e) Contact Email : blvckoutstore@yahoo.com.my
- f) Company Adress : No. 2-3A-1, Jalan Kamaruddin Isa, Pusat Perdagangan Kepadayang, 31400, Ipoh, Perak
- g) Operation Hour : 11:00AM until 11:00PM from Tuesday to Sunday



Figure 1 Company Trademark Logo

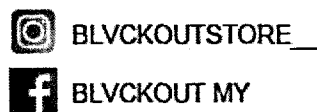


Figure 2 Company Social Media