



# COMPANY ANALYSIS

## LIYA CONCEPT ENTERPRISE

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## EXECUTIVE SUMMARY

The case study is important to evaluate the company's background, company's analysis as well as the company's problems and alternatives that the management has provided. The method used to complete this study is doing interview and some research on Liya Concept Enterprise company. Liya Concept Enterprise is known as furniture based company. Liya Concept Enterprise has 2 showroom. The first one is at their shop and another one is at their factory. During covid-19 showroom at their shop had been closed temporarily so they just focused with showroom at their factory. Liya Concept Enterprise main services is produce variety design of kitchen cabinet and also partition wall that is used to wall that is designed to support only the materials of the wall itself. Liya Concept also provides service for personal, office and school cabinet installation. Liya Concept Enterprise begin with no workers back in 2017 but in 2019 Liya Concept Enterprise manage to hire several staff to develop their business.