



# COMPANY ANALYSIS

## RIGHTONTRACK SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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# **1. INTRODUCTION**

## **1.1 Background of the Study**

Technology in business is growing day by day. As the world keeps on advancing in technology, the efficiency that technology brings in business is becoming a huge factor of success in business. This study for Technology Entrepreneurship (ENT600) is focusing on a company which focus its entire operation based on providing useful technological products as well as services to their customer. The subject company is Rightontrack Sdn Bhd, a company well known to provide products and services related to fleet management and vehicle tracking.

## **1.2 Problem Statement**

Rightontrack Sdn Bhd offers products and services to efficiently manage vehicles. This services require the combination of GPS technology and satellite communications. However, the problem with using GPS technology for real-time vehicles tracking is its dependency on the strength of cellular network. Some places such as rural areas do not have strong network connection. This can be a major problem for the company.

On top of that, the software used to study driver's behavior such as "Oncore Fleet" can only trace the vehicle's location other than detecting the dangerous driving in real-time. However, there is not enough proof as some software can be faulty at times. This is one of the problems faced by the company.

## **1.3 Purpose of the Study**

This study aims to identify and analyze some major problems regarding technologies faced by the subject company throughout their years of business operation as well as bringing out suggestions to solve these problems. The best solution will be recommended to be implemented and the process of implementation will be detailed in the later section of this study.

## **2. COMPANY INFORMATION**

### **2.1 Company Background**

Rightontrack Sdn Bhd is a company based in Kelana Jaya, Selangor, prioritized on fleet management and vehicle tracking. With more than ten years of experience, Rightontrack has strengthened its place as one of the top companies in Malaysia offering web-based vehicle tracking solution. The company is a MSC Status Company, which is a recognition by the Government of Malaysia through the Multimedia Development Corporation (MDeC) and is proudly 100% Malaysian owned.



*Figure 1: Rightontrack Sdn Bhd office located in Kelana Jaya, Selangor*