



اُنْبُوْا سَبِيْلِيْ تَتَّكِبُوْا لِيْ سَبِيْلًا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **COMPANY ANALYSIS**

MUSA JAYA ENTERPRISE  
(KEDAI BASIKAL PUNCAK ALAM)

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

**FACULTY** : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES  
**PROGRAMME** : BACHELOR OF SCIENCE (HONS.) MATHEMATICS  
**PROJECT TITLE** : COMPANY CASE STUDY  
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## **EXECUTIVE SUMMARY**

This case study project is one of the required assignment for Technology Entrepreneurship (ENT600) Course aiming for students to learn on how to be an entrepreneur that apply the technology in the business and how the one's business is managed especially for local SME company. Thus, the chosen company for this case study is Musa Jaya Enterprise.

Musa Jaya Enterprise is an established company of bicycle store. Their target market are around Selangor. Therefore, the company detailed information and products is described based on the interview with Cik Zulniza Adzwa, clerk of Musa Jaya Enterprise.

Lastly, this case study will discuss the strength, weakness, opportunity and thread of the company by using SWOT analysis. Thus, from the needs and demands from the existing consumers, we analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis.

## **1.0 INTRODUCTION**

### **1.1 Background Of The Study**

This case study is an assignments for subject Technology Entrepreneurship that teach us on how to be entrepreneur that apply technology in the business and also how the one's business is managed. By doing the interview on a selected company, we can understand more about the strengths and weaknesses of the company and finding the best solution to overcome their problem. This will help us to be more understanding the nature of the business.

Therefore, I have choose Musa Jaya Enterprise as my case study. Due to new norm, I chose to interview one of the company staff through a phone call using WhatsApp application. The company sells variety types and brands of bicycle. They also selling a lot of bicycle accessories with numerous type of brands. In addition, they also provide bicycle repair service with affordable price.

### **1.2 Problem Statement**

Based on the interview session with the clerk of Musa Jaya Enterprise, Cik Zulniza, there are few problems that can be identified:

i. Worker's attitude

Some of their worker has problem with their attitude. For example they absent without a reason and also coming late to work. If this keeps continue this act can lead to labor shortage and will affect business performance.

ii. The process of repairing customer's bicycle took long time

Since they have four to five workers for each store, the process of repairing customer bicycle is time consuming. In addition, they also facing problem in lack of machine used to repair.

iii. Competition with other bicycle store near market home.

They might face some problems in the future regarding the competitiveness of the product and their customer service. There are new bicycle store near their store which selling mostly same products with them.