



STELUX

COMPANY ANALYSIS

STELUX HOLDINGS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF APPLIED SCIENCE
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PROJECT TITLE : “MODERNIST CHRONOGRAPH QUARTZ STAINLESS
STEEL MEN WATCH”

STUDENT’S NAME : NOR FAZILAH BINTI CHE
PAUZI (2020784213)

LECTURER’S NAME : DR. NURSYAMILAH ANNUAR

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In the name of Allah, The Most Gracious, The Most Merciful

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EXECUTIVE SUMMARY

This study will cover on the company Stelux Holdings which are a company who started as a manufacturer of watch material. Two decades after it is established, the founder open a retail shop in Hong Kong called City Chain which sells watch. They expand the retail store outside of regions throughout Asia in Malaysia, Singapore, Macau, and Thailand. The company then acquired several high branded watch retailers to complement its business which are Seiko Brand. The product that is focused on in this study are “Modernist Chronograph Quartz Stainless Steel Men Watch” watch. It is a unisex watch with modern design comes with a water resistant technology. This luxurious watch was made with stainless steel material strap.

The strength of this product are from its high quality material. Other than that, it has a global presence across Asia. In addition, it has strong technology where water resistant is applied. This product can also be customized to preferences. They offer a free engraved at the back of the watch. As for its weaknesses, the product still has lack of technology for a new latest model. Besides that, the product is competed with smartphones to tell time. Other than that, it is lack of exclusiveness.

The solutions can be done by implement a solar technology in it. It can as well be produce in limited amount to increase value. Other than that, focusing more on its aesthetic value will be beneficial on competing with smart devices that able to tell time as well.

<p>INTERLUDE 3 HANDS QUARTZ LEATHER UNISEX WATCH</p>	<p>SKU: W06-03070-002</p>	
<p>FASHIONISTA MULTI- FUNCTION QUARTZ STAINLESS STEEL WITH CERAMIC WOMEN WATCH</p>	<p>SKU: W06-02108-009</p>	
<p>FOREVER LOVE MULTI- FUNCTION QUARTZ LEATHER WOMEN WATCH</p>	<p>SKU: W06-03199-004</p>	

Table 1 product of Stelux Holdings