



COMPANY ANALYSIS: YOSOGO WRITING INSTRUMENTS SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

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EXECUTIVE SUMMARY

In this case study assignment, the company that I had chosen is YOSOGO Writing Instrument Sdn, Bhd. company. YOSOGO is one of the biggest stationery company investing in machineries and equipment in Malaysia. One of the products that produced is clipboard which is a rigid board that initially introduced to hold paper with one hand while writing when there is no space available. This product nowadays become necessary at workplaces and school. The students use clipboard in their examination, write their notes and keep their written notes clipped on it. The businessman also use clipboard to list down their valuable's idea plus, the mailman uses them to get receiver signatures on the receipts easily. As this item become favorite to be used at work and schools, the structure of the clipboard should be improved to make it more beneficial, enjoy and comfortable to use. One of the YOSOGO company clipboard product that interested me is Aluminium Clipboard. This Aluminium Clipboard has many advantages. It is environmental protective product. However, there are a few disadvantages that need to be modified to make it more useful to be used at work. One of the problems that arise from this clipboard is the clipboard does not have top cover which the papers and documents on clipboard unprotected. Plus, the flat surface of clipboard structure gives high possibility to get neck pain as the user's head turned down to refer the document on clipboard when typing or reading as it is place at table. More than that, the Aluminium clipboard is not attractive as silver shade is not colourful. Plus, the smooth surface of Aluminium clipboard easier to slip from user's handgrip

1.0 INTRODUCTION

This case study will explain more about the study of “Active Aluminium Clipboard”. This section consists background of the study, problem statement, and purpose statement.

1.1 Background of the study

Clipboard which is a rigid board with a clip at the top was initially introduced to support paper with one hand while writing on it with other, especially when other writing surfaces are not available. Clipboard can be found in variety materials which are hardboard, aluminum, PVC, polypropylene and high impact polystyrene. Clipboard become necessity in workplaces and school all over the world. Students use them to take their exams, write their notes and hold their written notes on the clipboard while businessmen use them to write down their valuable ideas. Plus, the mailman also uses them to get receiver signatures on the receipts easily. These items were continuing to be produced and distributed in huge numbers. One of the companies that manufactured and designed clipboards is YOSOGO Writing Instrument Sdn. Bhd. Aluminium clipboard is one of the clipboards that manufactured by this company.

1.2 Problem statement

Aluminium clipboards are one of the stationeries products that are created by YOSOGO Writing Instrument Sdn. Bhd. The problem arises from the Aluminium clipboard that is the clipboard does not have top cover which the papers and documents on clipboard unprotected. Besides, the flat surface of clipboard structure gives high possibility to get neck pain as the user’s head turned down to refer the document on clipboard when typing or reading as it is place at table. Other than that, the Aluminium clipboard is not attractive as silver shade is not colourful. Plus, the smooth surface of Aluminium clipboard easier to slip from user’s handgrip.

1.3 Purpose of the study

The purpose of the study is I want to create Active Aluminium Clipboard where it is more useful to use in the community as it is more protected, has hand holder and can be stand for practicing good posture besides protecting environment. So, they'll feel more relaxed and comfortable using the clipboard wherever they're holding it. Some parts of the clipboard, therefore, need to be

changed in order for make it more beneficial. Thus, they will be enjoyed and comfortable doing work while using the clipboard.

2.0 COMPANY INFORMATION

2.1 Background of the company

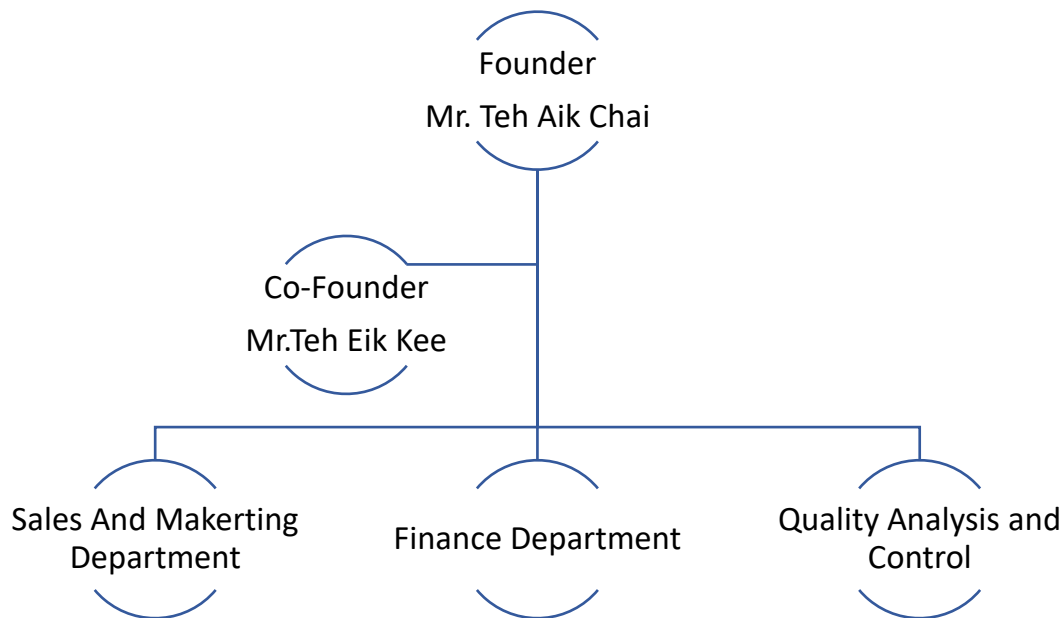
Name of the company	YOSOGO Writing Instrument Sdn. Bhd.
Company address	5500, Jalan Mak Mandin, Mak Mandin Industrial Estate, 13400 Butterworth, Penang, West Malaysia
Type	Stationery Manufacturing Company
Website	http://www.yosogo.com
Product/ services	Stationery
Date of registration	Founded :1989
Company size	100 employees

Table 1.1 : YOSOGO Writing Instrument Company Profile

YOSOGO Writing Instrument was founded by the Mr. Teh Aik Chai and his brother, co-founder Mr. Teh Eik Kee. They began to manufacture ball pens and markers followed by manufacturing other existing products that include clipboards, magnetic whiteboard / chalkboard, whiteboard erasers, rulers, clips, rubber bands and others.

YOSOGO have grown steadily to become one of the leading stationery manufacturers in Malaysia. With approximately 100 employees and land area of 48,000 sqf, YOSOGO is one of the biggest stationery company investing in machineries and equipment in Malaysia. Gaining from years of experience, R&D and success, they not only have built a formidable reputation in Malaysia for producing famous brands of stationery items, also their OEM (Original Equipment Manufacturers) and products are exported to over 50 countries.

2.2 Organizational Structure



2.3 Product/Service of The Company

YOSOGO company is a stationery manufacturer. One of the products that manufactured by the company is clipboard. There are four type of clipboard that manufactured by the YOSOGO company which are Aluminum Clipboard, Mounting Density Fiber (MDF) Clipboard, PS Clipboard, and clipboard with pen. More than that, the other products that were manufactured by this company are writing instruments, presentation board, signboard and Rubberband.

*May refer the details about the products that manufactured by the company from the table 2.1 that provided in Appendices

2.4 Business, Marketing and Operational Strategy

2.4.1 Business

Business type: Manufacturing company

2.4.2 Marketing Strategy

Target Market: business people, officer and students.

Their products are also exported to over 50 countries. The company also provide an online shopping for customer to buy their product through platforms which are website (<http://www.yosogo.com>), Amazon US, Amazon Canada, Lazada, Shopee and Soldgo.

2.4.3 Operational Strategy

YOSOGO company has a time-honored commitment to tradition, quality and innovation for all of its brands. The mission of YOSOGO is to produce high quality office and school stationeries at affordable price. In order to reach their mission, YOSOGO company create clip board and other products using German Plastic Injection Machines combined with Japan/German/Korean made material and components to achieve the highest standard of quality. No wonder why their company became one of the major stationery manufacturers in Malaysia and South East Asia Region. More than that, this company use 5S as a methodology to make a clean, well-organized workplace that results in safer, more efficient and more productive operation. The 5S are came from different Japanese term that beginning with “S” which are Seiri, Seiton, Seiso, Seiketsu and Shitsuke.

*May refer table 3.1 for more details of 5S description provided in Appendices.

3.0 COMPANY ANALYSIS

SWOT ANALYSIS

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">• The Aluminium Clipboard made from Aluminium which protecting the environment and durable.• Light in weight• Resistant to water• Easy to clean	<ul style="list-style-type: none">• The clipboard does not have top cover which the papers and documents on clipboard unprotected.• The flat surface of clipboard gives a possibility to get neck pain as the user's head turned down to refer the document on clipboard when typing or reading.• Less attractive• Smooth surface of Aluminium clipboard easier to slip from handgrip.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• The products can export over the world as it can satisfy many users at workplace and school• The product can be promoted widely as the company is active in updating website, and Facebook.• The product guarantee quality which will boost confident to consumer.	<ul style="list-style-type: none">• High competition with other companies that more famous.• The product may be imitative.• May not affordable due to its high quality of product element.

4.0 FINDING AND DISCUSSION

4.1 Finding

4.1.1 The clipboard does not have top cover which the papers and documents on clipboard unprotected.

The clipboard is too open or too exposed as it only consists of a rectangular flat aluminum surface with a clip on it without any cover. Therefore, paper or documents placed on clipboards are more susceptible to external environments which are easily exposed to dirt and cannot be stored neatly and properly. This reduce the quality of paper and document that stored at clipboard.

4.1.2 The flat surface of clipboard gives a possibility to get neck pain as the user's head turned down to refer the document on clipboard when typing or reading.

When clipboard placed on a table, the flat surface of the clipboard that was created gives the clipboard a flat position. The user had to turn their head down like a baby deer to refer the document clipped on clipboard when typing or reading. This position leads the consumer had to turn their head down while referring the information on a clipboard while typing or reading notes that clipped on clipboard. This position will give an opportunity for users to get neck pain due to the downward state.

4.1.3 Less attractive

The Aluminium clipboard only available at silver shades. The silver shades of Aluminium is less colourful. Silver can be dull and lifeless in a colorless world. This might affect the emotion in daily work.

4.1.4 Smooth surface of Aluminium clipboard easier to slip from handgrip.

Aluminium clipboard has smooth surface that it is shiny. Smooth surface gives less friction and this can cause Aluminium clipboard that has smooth surface likely to slip from handgrip while carrying it or at the time when the user holds the clipboard to support with one hand while

writing. This will be a little bit mess when using the clipboard especially when our hands wet or sweating

4.2 Discussion

4.2.1 The clipboard does not have top cover which the papers and documents on clipboard unprotected.

From the existing clipboard, the clipboard only made with a rectangular Aluminium flat surface with the clip to hold paper on the top of it without cover. This make the clipboard too expose to the external environment which give a high chance for the documents or papers that keep on the clipboard to get dirt, wrinkles, torn or other risks from surrounding. This made the quality of papers or documents that stored on the clipboard less to be safe as it is not covered and unprotected.

To ensure what they keep on clipboard is protected and safe in a good condition, the Aluminum clipboard can be come out in folded clipboard with snap lock closure as a solution to this problem. The front section of board will be able to cover the papers from external surrounding while the other part board has a mountable clip at the top to hold paper. Through this solution, the amount of paper number that can be hold by the clipboard is not affected or other word not changes which means it still can hold the same amount of paper and still easier to bring everywhere.

Another solution is by making combination of clipboard with storage box case. In this solution, the paper can keep safely into the storage box case in lot amount of paper compared to the first solution which is to make the clipboard folded. However, this can make the clipboard heavier due to its capability to keep paper in huge amount and this cause difficult to bring clipboard storage box case everywhere even to split in their bag.

4.2.2 The flat surface of clipboard structure gives high possibility to get neck pain as the user's head turned down to refer the document on clipboard when typing or reading.

The rectangular flat surface of the clipboard structure gives a flat position when placed on table. This structure may lead the user to have neck pain as due to the downward position of head

towards the clipboard when used for work at table. Therefore, the structure of clipboard should be improved for having a good practicing posture to avoid neck pain.

To solve this, stand structure can be added behind the clipboard to make it stand upright when place at table and at the same time able to be folded close back behind the clipboard. This is to keep the clipboard easy to be bring everywhere.

Another way to overcome the problem is by having a stand holder clipboard rack which can place the clipboard to be stand upright. However, this would be different from stand frame. Stand frame can be connected straight behind the clipboard but stand holder clipboard rack is not connected and will be a separate thing. Thus, stand holder clipboard rack may give a little bit mess as it is become another separated thing to be carry in everywhere with the clipboard.

4.2.3 Less attractive

The Aluminium clipboard durable, easy to clean and environmentally friendly. However, it available only in silver shades. This made the clipboard less attractive because the silver colour from Aluminium Clipboard is not colourful. Plus, affect emotion on the day

In order to make the Aluminum clipboard fun and more attractive, the mountable clip on the top of the clipboard can be made available in several colour version. This may increase the silver Aluminium clipboard appearance with a little combination of mountable clip colored. This will boost the look of silver Aluminium colour to look colourful and attractive.

Another solution is by dyeing the Aluminum Clipboard to make it available in many colour besides silver. However, the process of dyeing the Aluminium board a little bit complicated compared to having the colored mountable clipboard on top of it.

4.2.4 Smooth surface of Aluminium clipboard easier to slip from handgrip.

Aluminum is easy to clean as it has a smooth surface. However, the smooth surface of the Aluminum clipboard makes it easier to slip from the handgrip while carrying the clipboard, or when holding it to support when writing while in a standing position. Smooth surface material has lesser friction. In particular, the wet or sweating hand may also contribute to decreases in friction when contact with smooth surface of the Aluminium clipboard which give more chances the clipboard to slip by handgrip.

To prevent clipboard from slipped, a hand holder can be added to the clipboard. The first solution is to add an elastic hand strap as a hand holder behind the clipboard. In addition, it can also be prevented by having an oval hand ring holder, but there is a bit different when using it from an elastic strap holder. The ring is only available for one finger, while the elastic hand strap holder is available for the whole hand surface and suit at any hand sizes as it is stretchable. The Elastic hand strap holder gives higher stability grip and comfortable due to its soft materials while oval ring hand holder give less stability at grip and may give risk to one of finger in long term use.

5.0 RECOMMENDATION AND IMPROVEMENT

Product modification is an important product technique that refers to the addition of value to an existing object. Product modification is very important in order to make the product more useful and able to satisfy the needs of consumers. Before modifying the product to be better, problems existing from current products need to be detected so that the product can be correctly modified and the problems can be addressed.

Based on the Aluminium Clipboard, the clipboard has simple structure which come out only with a rectangular Aluminium board surface and the mountable clip on top without cover. This lead high chance for paper and document that clipped to get dirt, wrinkle, torn or other risks from external surrounding. Plus, this reduce the quality of paper that clipped on clipboard. To make sure what they keep on clipboard is protected, the best solution for this problem is by making the clipboard folded plus with secure snap lock closure. Here, the theory of hinged principle is applied to allow the Aluminium clipboard to fold. There are two rectangular Aluminium board surfaces are connected by an ideal hinge rotate relative to each other about a fixed axis of rotation which all other translation or rotation can be prevented. Therefore, the hinge has one degree of freedom. The clipboard is hinged make it able to folds out flat and would give two parts when open, and able to close, protecting the paper with secure snap lock closure. The front section of board will be able to cover the papers from external surrounding while the other part board has a mountable clip at the top to hold paper.

Folded clipboard will be easy to bring everywhere and comfortable to use at work as it is light in weight and protected the paper safely compared to another solution where clipboard that have combination of storage box features can save a lot of paper but harder to bring everywhere due to its heavier. Having folding Aluminium clipboard will make you feel better and enjoy as you do not have to worry about your papers condition as it cover and gives tight protection to your documents that stored at clipboards with secure snap lock closure.

Another problem that should be overcome from the Aluminium clipboard is the flat surface of this clipboard structure gives high possibility to get neck pain as the user's head turned down to refer the document on clipboard when typing or reading. According to Jay Heller, for keeping your neck in proper alignment, he says that it's better to bring your book closer to head than your head closer to the book. Same goes with clipboard. Thus, having stand frame structure behind the clipboard is the best solution because it brings the clipboard closer to be viewed by user at upright position head. The concept of stability here is applied where stand frame will put at lower part behind the clipboard to lowering its center of gravity for stability. The lower the center of gravity, the higher the stability achieve for the clipboard to stand. Besides, to keep the capability of easy to bring the clipboard, the stand frame is flexible to be folded close back behind the clipboard. The clipboard with stand frames will be useful when typing or reading as it allows you to practicing good posture to reduce neck pain compared to clipboard that unable to stand.

Besides, the problem arise from the existing Aluminium clipboard is not attractive. The appearance of Aluminium clipboard only available at silver shades. It may give a little bored as it is not colorful and dull which make it less attractive. This may affect your mood day. To make the silver Aluminium clipboard look attractive, it can be added with colored mountable clip on top of clipboards that available in many colour version. This new look will boost the clipboard attraction and you are going to compete with others to get this new version Aluminium clipboard. Thus, adding color mountable clip on top of clipboard is the best solution to tend this problem. There will be more enjoy having attractive Aluminium Clipboard besides protecting the environment.

Last but not least, one of the problems that arise from the clipboard is the smooth surface of Aluminium clipboard element easier to slip from handgrip. The smooth the surface, the less

friction it produced. This is the reason why Aluminium clipboard easier to slip from the handgrip. To overcome this problem, the best way to solve this is by having elastic hand strap behind clipboard to hold the clipboard firmly. Here, the theory of elasticity is used for hand holder. The elastic hand strap is stretchable which make it flexible to suit in various size of hand to put in. So, there is no need to worry about what your hands size it is. It is also comfortable as it is soft materials made of. Plus, it gives high grip stability at holding clipboard. The wet and sweating hand condition that also contribute to the chance of Aluminium clipboard to slip from handgrip also can be reduced due to the absorber properties materials of elastic hand strap. Thus, if your hands keep sweating, the Aluminium clipboard that have elastic strap hand behind it will not be a problem anymore as it is from the good absorber material.

6.0 CONCLUSION

In conclusion, based on this case study, the problems that arise from the existing product can be identified smoothly and detailed. Through finding and discussion, these both guide to find the best solutions that help to improve the quality of product. In this issue, the solutions to overcome the problems arise from Aluminium Clipboard is by restructured the clipboard to make it able to protect stored clipped papers and documents safely from external surrounding and at the same time practicing good posture besides protecting environment when use by the consumer. Plus, make it more attractive and easier to handle. Therefore, this will help me to create new version Aluminium clipboard that will be more beneficial and satisfy the consumer by solving the problem. The new product that will created would lead consumer enjoy and comfortable when using the clipboard at work. Plus, it will boost the use of clipboard more in people out there due to its useful. Overall, this study shows that deep observation, high thinking and creativity at solving problem are very essential in order to make a new development of product. This is because product that will be produced can be constructed for beneficial in correctly.

7.0 REFERENCES

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8.0 APPENDICES



Figure 1.0: Aluminium Clipboard Yosogo Brand



Figure 2.0 :5S concepts

Products	
Clipboards	<ul style="list-style-type: none">• Aluminium Clipboard• Mounting Density Fiber (MDF) clipboard• PS clipboard• Clipboard with pen
Writing instrument	<ul style="list-style-type: none">• Pen• Marker pen• Highlighter pen• Ruler
Presentation Board	<ul style="list-style-type: none">• Whiteboard sheet• Magnetic whiteboard sheet• Cork board

	<ul style="list-style-type: none"> • Notice board • Flip chart • Adjustable mobile whiteboard • Mobile Magnetic Chalkboard in castors • Mobile Magnetic Whiteboard in castors • Aluminium frame
Office stationery	<ul style="list-style-type: none"> • Trendy desk tray • Cutter • Spare blade • Polygum Adhesive/ glue • Keychain Tag • Tape dispenser • Self-Adhesive Label Range • Easy Clear Pack
Signboard	<ul style="list-style-type: none"> • E-series sign board • Sign board range
Rubberband	<ul style="list-style-type: none"> • Finger cones • Rubber band ball with header card • Natural colour Rubber band

Table 2.1: List of products that produced by YOSOGO Writing Instrument Sdn. Bhd. company.

Seiri (Sort)	<ul style="list-style-type: none"> • The selection of useful and useless items useful items will be stored and useless items are discarded.
Seiton (Straighten/ set in order)	<ul style="list-style-type: none"> • Set everything in proper place for quick retrieval and storage.
Seiso (Sweep/Shine)	<ul style="list-style-type: none"> • The careful in cleaning of the field, machinery, machines and other equipment to ensure that everything is restored to "nearly new" condition. • This would ensure that any non-compliance happens, such as oil leaking from the machine to a shiny, freshly painted clean floor.
Seiketsu (Standardization)	<ul style="list-style-type: none"> • Standardize is the method of ensuring that what has been achieved in the first three phases of 5S is standardized.
Shitsuke (Sustain)	<ul style="list-style-type: none"> • Practise the five “S” everyday

Table 3.1: The lists of 5S and its description.