



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
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MARA



COMPANY ANALYSIS

VAPE EMPIRE DISTRIBUTION SDN BHD

FACULTY

FACULTY SPORTS SCIENCE AND RECTION

PROGRAMME

BACHELOR OF SPORTS SCIENCE AND RECREATION (HONS)

SEMESTER: 5

PROJECT TITLE: SMART E-CIGARETTES CALIBURN G POD KIT

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EXECUTIVE SUMMARY


Vape empire distribution sdn bhd is one of the established companies which developed one stop center for all vaping needs in a holistic lifestyle and smoke free ambience, as a student in UiTM Arau, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company which manufactured the same product that I want to develop, which is Smart e-cigarette Caliburn g pod kit.

In the first part of the project report, I able to collect general information of the company such as the background of the company, technology used and different kind of brands of the company.

In the second part of the project report, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope the current issues that opposed by the company. The strategy and planning to improve the existing products are essential in business development growth that can be main aspects to attract more people use e-cigarettes and stop smoking.

2.3 Products / Services

Table 2.1 Product / Service Provided by VAPE EMPIRE SDN. BHD.

TYPE OF PRODUCT / SERVICE	CLASSIFICATION OF PRODUCT / SERVICE	DESCRIPTION
 <p data-bbox="237 1266 669 1293">Figure 3: UWELL CALIBURN G POD KIT</p>	<p data-bbox="797 884 911 911">UWELL</p>	<p data-bbox="1089 485 1549 842">UWell Caliburn G has a sleek, ribbed design which is both elegant to look at and comfortable to hold. Surrounding the firing key is a ring of gold which looks stunning, contrasting with the simple color options.</p> <p data-bbox="1089 867 1549 1171">While there is a firing key, which can also be used to lock/unlock, the Caliburn G is also draw activated. Below the logo on the bottom is a small LED indicator and on the base is a USB-C charging</p>