



# **HUSMAT**

## FURNITURE

COMPANY ANALYSIS

HUSMAT FURNITURE

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

<b>FACULTY</b>	<b>Faculty of Computer and Mathematical Science</b>
<b>PROGRAMME</b>	<b>CS 241 [BSc. (Hons) Science Statistics]</b>
<b>SEMESTER</b>	<b>06</b>
<b>PROJECT TITLE</b>	<b>Company Analysis</b>
<b>STUDENT'S NAME</b>	<b>Faridah binti Pauzi</b>
<b>MATRIC NO.</b>	<b>2018695388</b>
<b>LECTURER</b>	<b>Mdm. Yusrina Hayati binti Nik Mohammad Naziman</b>
<b>SUBMISSION DATE</b>	<b>5<sup>th</sup> MAY 2021</b>

## **ACKNOWLEDGEMENT**

Alhamdulillah, praise to Allah for the infinite grace and all the blessing forever which never fade up. My case study for subject ENT600(Entrepreneurship Technology) was completed at last. This subject taught me new things that I had not learned in previous semesters; for example, I used to spend a lot of time doing calculations and programming. However, in this topic, I learned how to start a business and conduct research on some companies, which helped me understand how companies operate, what criteria we can use to open new businesses, and how to solve problems, all of which helped me become more innovative in thinking about how to solve problems.

I will not have this experience to explore this subject without the guide from my lecturer, Madam Yusrina Hayati binti Nik Naziman whose always full commitment in giving an advice and guidance. Madam always asking for updated of my project and correct all my mistake during completing this case study also always prepared to answer my questions. May God give her double provision.

Special thanks to my parents, who have never given up on me and have been my staunch supporters from the beginning until now, when I am nearly finished with my studies. I'll admit that finishing this case wasn't simple. I have had a lot of difficulties, but fortunately, they have always been there to help me and give me the confidence to keep going so that I am able to face the challenges. May the Almighty bless them.

Finally, I would like to express my gratitude to a friend who, directly or indirectly, provided me with an idea and guidance about how to find a suitable company for my case study. Thank you for what you've taught me and for always reminding me of the important things. Huge thank you, the Husmat Furniture employees who willingly sacrificed their time to conduct an interview with me in order to share the company's growth and history.

<b>TOPIC</b>	<b>PAGE</b>
TITLE PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURES	4
LIST OF TABLE	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	
1.1 Background of Study	6-8
1.2 Problem Statement	9
1.3 Purpose of Study	10
2. COMPANY INFORMATION	
2.1 Background	11-12
2.2 Organizational Structure	13
2.3 Products / Services	14-15
2.4 Technology	16-17
2.5 Business, marketing, operational strategy	18-20
2.6 Financial achievements	21
3. COMPANY ANALYSIS	
3.1 Strengths	22
3.2 Weaknesses	24
3.3 Opportunities	24
3.4 Threats	25
4. FINDINGS & DISCUSSION	26-27
5. CONCLUSION	28
6. RECOMMENDATION AND IMPROVEMENT	29

7. REFERENCES

30

## **EXECUTIVE SUMMARY**

The primary goal of the case study is to identify the issues that Husmat Utara Furniture has faced in order to maintain and grow their company. In this case study we will study the detailed information about Husmat Utara Furniture from first establishment of this company until now. One of the goals of our research is to come up with a solution that can be solved the problems occurs in Husmat Utara Furniture. The reason for choosing this company because Husmat Utara Furniture is one of the famous furniture stores in north of Malaysia especially in Kedah and Perlis.

The case study will begin with a briefing on the company's past, such as its history prior to the establishment of Husmat Utara Furniture Sdn Bhd. The following section goes through the major issues that arose there, as well as the study's intent. The problem that the organisation is facing will be discussed in greater detail and a better understanding of the problem will be provided. Then, in the segment of company information, the completed company information will be shown, along with a history evaluation. The structure of the business, the goods, or services it offers, and the technology it employs in its day-to-day operations. Finally, we conduct a SWOT review to determine the company's strengths, weaknesses, opportunities, and risks. So, based on the issues that were identified earlier, we can make some recommendations and improvements to address the issue and maintain the company's revenue. That is the ultimate argument that needs to be well-organized in this case study report for Husmat Utara Furniture. Finally, we hope that this research gives a complete picture of the work we did.