



# COMPANY ANALYSIS

## STAR WHEELS ELECTRONIC SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## EXECUTIVE SUMMARY

Star Wheels Electric Sdn Bhd is a local company which focusing on the E-Bike. In this case study, it is focusing on the Star Orbit that is produced by the Star Wheels Electric to be investigate, identified and analyses along with their current problems and come out with solutions.

Star Orbit price in the market is RM 1,999.00. The strength we can get from this E-Bike is throttle acceleration and disc brake lights. For the arm bar they use foldable handle and it also has removable seats for car fitting. This E-Bike also provided auto cruise control option and it also have 3 speed transmission first speeds is Eco, second speed is Normal, and the third speed is Fast. Now, Star Orbit are easy to costumers buy this E-Bike because they can buy this product at Shopee and Lazada apps with reasonable prices.


For the weakness from Star Orbit is takes 6 hours to charging the battery. Users need to wait for 6 hours before the battery full. For information, this E-Bike Star Orbit was using Battery Lithium ion with 8.8 ah capacity. For the solution to that problem is change or converting the use of lithium ion battery into better battery. For suggestion to improve performance battery is change to use battery ZXTDR 6-DZM-12 for Star Orbit. The Advantages use this battery is can give high performance battery for E-Bike. It also can be mounted in any position also long lasting high performance in high and low temperatures. These batteries give 12AH or 12 voltages. And for the backup solution is add the amount of watts than before. Previously, the total watts used for Star Orbit battery charging were 500 watts. So, Star Wheels Electric can add 100 watts or 200 watts to the previous battery charging watt to shorten the charging time required by the user to charge the battery.

## 2.2 Organizational structure

For organizational structure, there is not enough information of the company organization that I can get from website Star Wheels Electric.

## 2.3 Products / Services

**Table 2.1** Product / service provided by Star Wheels Electric

TYPE OF PRODUCT / SERVICE	CLASSIFICATION OF PRODUCT/ SERVICE	DESCRIPTION
	<ul style="list-style-type: none"> <li>• Max speed : 20-30 km/h</li> <li>• Max distance : 30-70 km</li> <li>• HP Battery 7.8Ah</li> </ul>	<p>The all new design and Innovation Hybrid Version of E Bike Star HOPPER. Latest Trend (most wanted item) 2018/19 as we are emerging to the future of Electric World. E bike HOPPER is one of a kind as it is Hybrid Version. You can cycle pedal or Electric Accelerate or both (initiated Pedal Assist System PAS). If you feel like exercise and burn some calories, Cycle all you can. If you are tired and going back to the first Destination, Electric Powered and go back easily. If you are climbing hills at high slope more than 40 degree, use Pedal Assist System by throttling and pedaling. Suitable for all Age Range and purposes whether for transport,</p>