



COMPANY ANALYSIS
FIXFONE ENTERPRISE

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TABLE OF CONTENT

TOPIC

TITLE PAGE

ACKNOWLEDGEMENT

TABLE OF CONTENT

LIST OF FIGURES

LIST OF TABLE

EXECUTIVE SUMMARY

1. INTRODUCTION
 - 1.1 Background of Study
 - 1.2 Problem Statement
 - 1.3 Purpose of Study
2. COMPANY INFORMATION
 - 2.1 Background
 - 2.2 Organizational Structure
 - 2.3 Products / Services
 - 2.4 Technology
 - 2.5 Business, marketing, operational strategy
 - 2.6 Financial achievements
3. COMPANY ANALYSIS
 - 3.1 Strengths
 - 3.2 Weaknesses
 - 3.3 Opportunities
 - 3.4 Threats
4. FINDINGS & DISCUSSION
5. CONCLUSION
6. RECOMMENDATION AND IMPROVEMENT
7. REFERENCES
8. APPENDICES

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Kota Bharu, it is a part of study for everyone from CS241 to undergo a case study project in semester 6. So, for this purpose I make a decision to do some research in Fixfone Enterprise for company analysis project.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure and services that Fixfone Enterprise provides.

The company located at Bagan Ajam, Pulau Pinang is basically a store for mobile store that provide phone/laptop service and selling mobile phone and it start operate since 2018. En. Amier Zikri as the owner (22 years old) start the business with limited knowledge about phone. He only provide service for battery changing for android and apple user. After a year start the business and he learn more about mobile industry, he build a company and hired a assistance to run a mobile store and now he have 3 employees to operate the business.

Fixfone company popular among students and teenagers in area Butterworth because of the good service and the reasonable price for every service. I do some observation from the previous customers, and looking for their feedback, majority of the customers give positive feedback for Fixfone service.

Next, I study about the services that the company provide and other supporting services in order to maintain the stability of the company, as well as business, marketing and its operational strategy used by the company to promote their services which quite interesting.

Lastly, I do some research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management. Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management. In this case study, I analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

1. INTRODUCTION

1.1 Background Of Study

The mobile industry is a subset of the telecommunications industry focused on mobile phones, phone service, and peripheral devices. Manufacturers of smartphones, specialized modems for computers, tablets with mobile functionality, are also part of mobile industry. In Malaysia, mobile industry also growing every year and it leads new company to start involve with this industry. This situation definitely increase the number of company in mobile industry and the company need to compete with their circle .

Therefore, this study aims to help local company find out the ideas in advancing their company management and financial.

1.2 Problem Statement

All company have the same problem, which is they have to compete with the other company in the same industry to win the customers. Generally, customers tend to choose the company that provide the lowest price in their product or service. In this situation, the company must have speciality in attracting the customers for example, how they promote the product and how they make sure the customers satisfying with their services. Moreover, there are several popular website like lazada and shopee that provide the same product (smartphone and tablet).

Our study was focused on how the company manage to survive and flourish despite the many competitors and how did they provide deviation in their services in order to get more attention from their targeted customer group.

1.3 Purpose Of The Study

The purpose of this study is to investigate the state of Fixfone Enterprise operation in Bagan Ajam, Pulau Pinang and to develop practitioners guidance for the planning, marketing, operation, and management of Fixfone Enterprise. The research is intended to present an understanding of the status of the company as well as options for how to approach planning and marketing activities in Fixfone Enterprise. The finding can help the company to aim in advancing their company in management and financial.