



## **COMPANY ANALYSIS UNI PRESS (M) SDN BHD**

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

**FACULTY & PROGRAMME** : FSKM & CS241

**PROJECT TITLE** : COMPANY ANALYSIS FOR  
TECHNOLOGY ENTREPRENEURSHIP

**NAME** : NUR AFIZAI BINTI MUHAMMAD ZAMZURI

**STUDENT ID** : 2018260206

**GROUP** : 6B

**LECTURER NAME** : PUAN YUSRINA HAYATI NIK MUHAMMAD  
NAZIMAN

## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank Allah s.w.t and His Messenger, Prophet Muhammad s.a.w. Because of His blessing, it is possible for me to finish this report of case study for the subject Technology Entrepreneurship (ENT600). May Allah pardon and forgive our weaknesses and bestow us with knowledge and help us. Finally, I managed to finish up this report with great enthusiasm and determination.

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. A special thanks to my kind lecturer, Madam Yusrina Hayati Nik Muhammad Naziman, whose help me to find the ideas for innovation of the product and help me to finish the report of case study. She greatly inspired us to make this report. Her willingness to motivate us contributed tremendously to our report. Without her help, we would not be able to complete this case study.

Besides, we would like to thank the authority of University of Technology MARA and Faculty of Computer and Mathematical Sciences of UiTM for offering this subject Technology Entrepreneurship. This subject has given us the chance to participate and learn about being a success entrepreneur.

There are a lot of challenges that we face such as finding the right successful entrepreneur for interviewing. Therefore, not to be forgotten to the manager of the Uni Press (M) Sdn Bhd, Wan Musdi bin Wan Daud and all their staffs for the kindness in helping us during the process of completion for this case study report.

Finally, I would like to thank all my family and friends for all the support and help in completing this case study. Thanks to my parent because they do not give up for giving encouragement, enthusiasm and invaluable assistance for me. Thanks also to all my friends who always share their knowledge and always support me when doing this project and manage to complete it within the given time. Last but not least, I apologize for all the other unnamed people who helped me in various ways to help me finish this report.

## **EXECUTIVE SUMMARY**

This study is conducted to give an idea on how to apply a solution in real life based on what students learned about technology entrepreneurship. To complete this task, we got the opportunity to interview the manager of Uni Press (M) Sdn Bhd.

Before the actual study was done, we had to do some research on the printing service industry. This is important so that we can understand more about the industry. Then, we gathered several information related to the company through interview and observation. Some information of the company such as the company background, organizational structure, product design and techniques used to make products were collected. While gathering some information, we were able to identify the company's strengths, weaknesses, opportunities and threats through analysis of SWOT.

In brief, while analyzing the company by using SWOT analysis, we found out the problems that this company faced. The problems that we can see in this company are about management, location and competitors. Other than that, there is not enough workers to complete the demands of the customers since the orders created is too much.

From the above problems, we found out that there is a great potential to boost the sales if the technology improvement is made based on the problems. Thus, in this report, we will explain in detail about how those technology can help Uni Press (M) Sdn Bhd.

# Table of Contents

<b>CHAPTER 1 : INTRODUCTION .....</b>	<b>1</b>
<b>1.1 Background of The Study .....</b>	<b>1</b>
<b>CHAPTER 2 : COMPANY INFORMATION .....</b>	<b>3</b>
<b>2.1 Company Background.....</b>	<b>3</b>
<b>2.4 Organizational Structure .....</b>	<b>6</b>
<b>CHAPTER 3 : COMPANY ANALYSIS.....</b>	<b>10</b>
<b>3.1 SWOT Analysis .....</b>	<b>10</b>
<b>CHAPTER 4 : CONCLUSION.....</b>	<b>12</b>
<b>CHAPTER 5 : RECOMMENDATION AND IMPROVEMENT .....</b>	<b>13</b>
<b>REFERENCES .....</b>	<b>14</b>
<b>APPENDICES.....</b>	<b>15</b>

# CHAPTER 1 : INTRODUCTION

## 1.1 Background of The Study

Technology Entrepreneurship (ENT600) is a subject that needs to be taken by all students of UiTM irrespective of their courses. This course gives guidelines and expose students to the business orientation. Learning entrepreneurship is very different from learning other subjects. The very concept of the subject is to help the students identify their strength and talents. Learning entrepreneurship exposes students to numerous opportunities to learn how to think critically and analyze their surroundings. Being aware of all the important factors and seeing how they affect each other is the foundation of a smart decision-making process. This is not something that can be learned from a book. Students need to be exposed to a real-world example and learn from their own experience. For this subject, students are required to search a company and hold an interview with the owner of the company. Students should ask the problem faced by the company or business. Then, students must analyze the problem and find the solution to the company. A written report based on the interview and the company is needed. Considering the daily needs for human, it will always lead to the printing industry.

## 1.2 Problem Statement

The printing industry is one of Malaysia's most important industries, having been established for nearly 200 years. This sector has made considerable strides in terms of economic growth in recent years. The printing industry faces challenges in staying in business due to rapid technological advancements and changing customer demands (Ali et al., 2015). Most company in Malaysia strive to get the halal certificate in order to gain trust from their own customers. The SMEs is crucial since it contribute significantly to the tourism industry in Malaysia (Aziz et al., 2012). In most countries, the SMEs monopolize the industrial and commercial infrastructure (Deros et al., 2006). Printing industry in Malaysia is really important since most of the population in Malaysia are using the product that mostly need this service. Printing product in Malaysia such as banner, book and others mostly come from SMEs industry. They had to work harder in order to gain more customers and increase their profit since SME industry had too many competitors. This industry is always looking for ways to boost production times, and several companies have invested in cutting-edge technologies to provide in-house finishing and binding services. Many printers and publishers also keep up with new advances in printing and publishing technology, which has boosted production, productivity, and export competitiveness (Yusuf et al., 2015).