



COMPANY ANALYSIS

PRINT EXPERT SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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1.0 Introduction

1.1 Background of the Study

In printing industry, there must be some problems faced by the printing company. The chosen case study is Print Expert Sdn Bhd Puncak Alam Branch. It is based on the company perspective. The problems faced by the company are the customers of Print Expert always do their own printing without any supervision of the company staffs. They often made mistake on their printed pages, however, the customers only pay on the final product they had printed.

The wastage of paper is not taking into consideration by the customer because they do not pay for the wrong printed pages that they have made. It has been assumed that the customers are unaware for the mistake they made and this lead to the company loss. They simply have to start all over again, wasting both ink and a sheet of paper.

1.1 Problem Statement

One of the major problems faced by Print Expert Sdn Bhd Puncak Alam Branch is the company do not supervised the use of printing machine that cause customer to make mistake during printing but only pay for the final or right printed pages.

1.2 Purpose of the Study

The purpose of the study is to analyse the printing process made by the customers and make recommendation to reduce the wastage papers of the company.

2.0 Company Information

2.1 Background

Print Expert Sdn Bhd started the business on May 2012 and the franchisee of Puncak Alam branch is Mrs Rohana Yusof. Print Expert Sdn Bhd has become a fast-growing and profitable printing company in Malaysia with a proven track record in the retail printing industry. Its core business activities are Digital Printing, Offset Printing, Inkjet Printing, Signage & Advertising, Labels & Packaging, Post Press, Corporate Gift & Apparel and many more. Print Expert have 10 staff which is branch manager, administration manager and finance manager and others basic staffs.

2.2 Organizational Structure

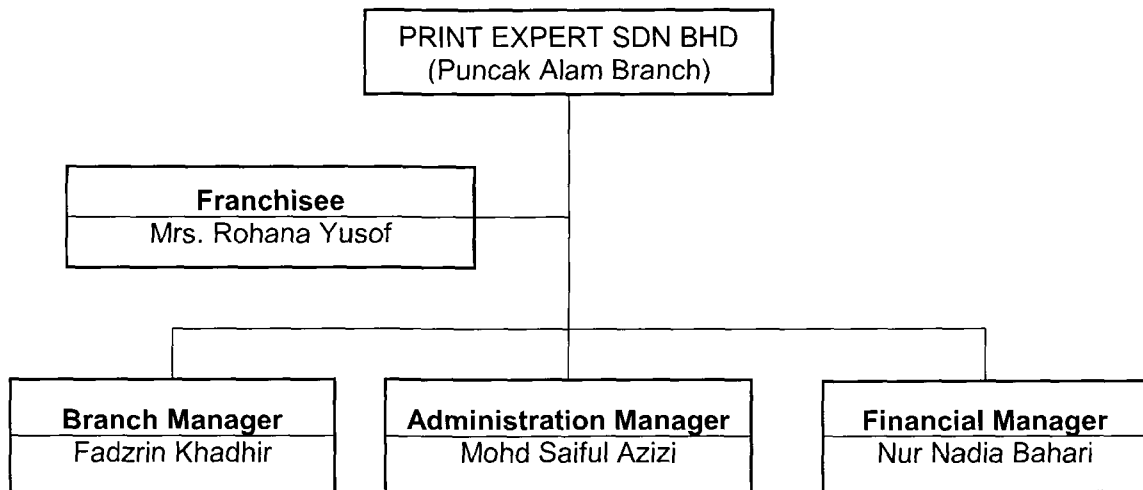


Figure 1.1: Organizational structure of Print Expert Puncak Alam Branch

2.3 Products and Services

Print Expert Company provide various kind of services such as High Quality Printing, Fast Print, Low Price, Graphic Design, Hardcover Binding, Thesis Hardcover Specialist, Printing, pages, documents, brochures, flyers, postcards, stickers, tickets, labels, folders, posters, banner and backdrops. The company committed and expert in retail printing business, Print Expert offers a wide range of printing services with excellent customer service and high quality of printing works.

2.4 Technology

- i) A0/A1/A2/A3 Graphic
 - Print Expert maintains a high market share by further improving colour reproduction to meet the image quality requirements of professional.
- ii) Corporate
 - Print Expert taking advantage of image quality know-how fostered in photos and proofing, reinforce sales development by expanding the line-up.
- iii) Minilabs
 - Offer great image quality