



COMPANY ANALYSIS

E- Way Drive-Thru Shopping at TESCO, Setia Alam

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : BACHELOR TOWN & REGIONAL PLANNING
SEMESTER : 8 (AP 221 8A)
PROJECT TITLE : HOSTEL MANAGEMENT SYSTEM
GROUP MEMBERS : 1. AIDATUL SYAMIMI BT MOHD TAJUDIN
(2014494954)
2. NUR SHARMILA BT SABRI
(2014621218)
3. NURUL AYUNI BT MOHD AZMI
(2014442572)

LECTURER : MADAM HJH ZANARIAH BINTI ZAINAL
ABIDIN

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EXECUTIVE SUMMARY

This case study was commissioned to identify problem and complaints from shoppers. For women who work with them are faced with traffic jams that do not have time to shop. Not too much work or work time cannot afford to spend on any shop. With these shopping cart services, they are believed they can shop easily.

Tesco in Malaysia comes through a network of over 50 hypermarkets, which are serviced by two state of the art distribution centres in Selangor. Since the launch of the business in 2002, it is opened many stores across Peninsular Malaysia and recently opened two new stores. In total, our stores in Malaysia have a combined floor space of over 4 million square feet. It is offer a wide range of 4,000 own brand products and 90% of which are sourced in Malaysia. They include Tesco Value, Choice and Finest, as well as specialist ranges such as a Lighter Choices.

The findings draw attention to the fact that problems in shopping hypermarket shows some major and minor problem. Firstly, the major problem is women working there is no free time to shop on weekdays and there is no time to choose the items they want to buy. Other than that, men do not know how to choose what items they want to buy and they do not like to waste time in hypermarket unless there is a list of items to be purchased. Besides, thinking about the safety of children during shopping. This is because, many cases occur during shopping, children are lost due to picking up items.

In conclusion, this case study will be evaluating this range and concludes that it would be an ideal candidate to meet the challenge presented by the application and could satisfy the shoppers needed.

1.0 INTRODUCTION

This case study is done to analyse the shopping system at Tesco Setia Alam. This case study will analyse the problem face by shoppers and recommends the best alternatives for them to apply new system. There are some problems that shoppers face shopping at hypermarket. The problems were address from the process, technology and service oriented. It has been assumed that the problems come from weaknesses of the service system. The purpose to overcome the problems that faced by the service system method and it is also can ease up the shoppers. Development of computer-based system and android mobile application provides more benefits and influences that can shape and create the work culture more systematic and can change the administrative structure of an organization to be more quickly and effectively. The use of web-based application and android mobile application is not a new thing in the world of Information Technology (IT) nowadays.

2.0 COMPANY INFORMATION

2.1 Background of The Study

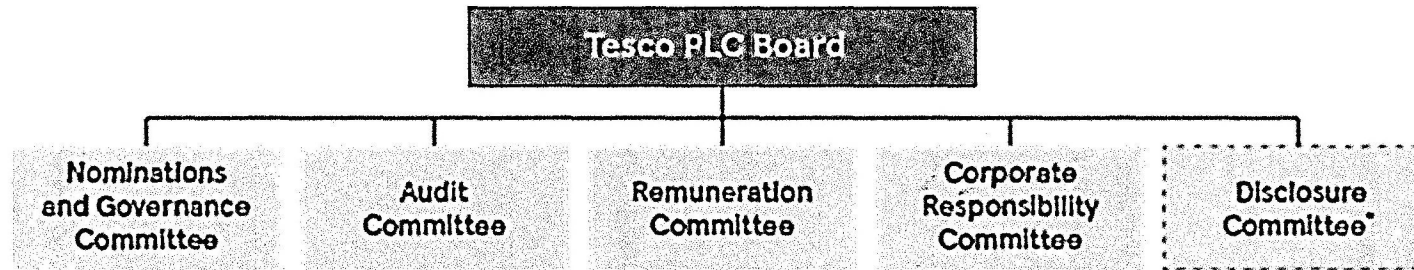
Tesco Setia Alam as our study research which is to identify the issues and constraints of consumers to purchase their needed such as scarcity of parking bays, prolonged item search time, and long queues at the payment counters may result in painful experiences especially when the customer is in a rush. Besides that, the lack of awareness on grocery stock consumption at home, high frequency of running out of grocery stock, purchase beyond grocery budget are some of the impacts to deal with. For women working on their own, they did not have time to go to the supermarket, due to time constraints.

The purpose of case study is to is to provide convenience of purchase to customers, hence, by adopting drive-through concept into hypermarket, after placing the order through e-Way web site, customer proceed on with the drive through pick up from the premises after a set duration of time.

So, here we can identify their weaknesses through using previous services which is inefficient service and waste a time.

2.2 ORGANIZATIONAL STRUCTURE

The Board Committees



Source : Tesco webpage