



## CASE STUDY: COMPANY ANALYSIS

### ADAN LAUNDRY

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

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## TABLE OF CONTENT

<b>TITLE PAGE</b>	<b>PAGE</b>
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF FIGURES	iii
LIST OF TABLE	iv
EXECUTIVE SUMMARY	v
<b>1. INTRODUCTION</b>	
1.1 Background Of The Study	1
1.2 Problem Statement	1
1.3 Purpose Of The Study	1
<b>2. COMPANY INFORMATION</b>	
2.1 Background	2
2.2 Organizational Structure	3
2.3 Products/Services	4
2.4 Technology	5
2.5 Business, marketing, operational strategy	5
2.6 Financial achievements	5
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	6
3.2 Consumer Trend Canvas	9
<b>4. FINDINGS AND DISCUSSION</b>	<b>10</b>
<b>5. CONCLUSION</b>	<b>10</b>
<b>6. RECOMMENDATION AND IMPROVEMENT</b>	<b>11</b>
<b>7. REFERENCES</b>	<b>11</b>

## **1.0 INTRODUCTION**

### **1.1 Background of the Study**

This case study involves the Adan Laundry Puncak Alam which offers self-services laundry. It provides of full facilities such as detergent, lagoon wet cleaning system, normal wash laundry system, and professional steam ironing. Adan Laundry becomes popular among parents and children during the weekend. This business located in strategic location in Pusat Niaga Astana Alam, Puncak Alam which is close to UITM Puncak Alam. The distance of Adan Laundry is about 7.3 kilometres from the UITM Puncak Alam which is takes about 11 minutes to get there. The target market of the business is students UITM Puncak Alam. Furthermore, there are UITM's students that rent in the Saujana Utama residential area. Thus, during the weekend, the Adan Laundry will become the target place to the students. Thus, this study is going to analyse the problem to offer the solution to Adan Laundry services

### **1.2 Problem Statement**

- i. Lack of security services which is the user facing the problem of safety
- ii. Customers not able to use the machines until the clothes' owner take out their clothes from the machine
- iii. The limited use of payment type that only focuses on the coin makes it difficult for users to change their money
- iv. Customers face the problem of missing their clothes

### **1.3 Purpose of the Study**

To study about the and problem of Adan Laundry Services and offer the solutions to overcome the problem

This company promise to honour their commitments, whether verbal or written, in all their dealings with customers, suppliers and their partners. Besides, to continually strive to improve their level of performance by exceeding their customer's service expectations. Moreover, Adan Laundry's promise to continue extending a warm, friendly, enthusiastic, and courteous attitude toward their customers and among themselves while create and nurture future entrepreneurs and transform traditional laundry industry to a lucrative and thriving business by growing together with them.

**VISION**

This company have set their vision for long term achievement:-

- I. To become a major player in the laundry industry and envisioned to become the largest wet and dry cleaning chain store in Malaysia.
- II. To become the No. 1 self-service laundry operator in Malaysia.

**2.2 Organizational Structure**

