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UNIVERSITI
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MARA



BLASTMASTER (M) SDN BHD

COMPANY ANALYSIS

BLASTMASTER (M) SDN BHD

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY

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We hope that our report follows all the requirements and guidelines that provide to us and we can get flying color for this report.

Executive Summary

Blast Master Malaysia Sdn Bhd is the one of the biggest company that specialized in fireworks and Pyrotechnics Company in Malaysia. This company incorporated on 8th August 1989 and located in Ampang, Selangor.

This company is specializing in creating fireworks, pyrotechnics, disposal, demolition, and blasting ammunition and special effects. They have team of experts in choreographing, customizing fireworks and pyrotechnics effects in unique way depends on the event .Beside, they also have experience specialist to assist in the ordinance projects.

Blast Master Malaysia Sdn Bhd customer is including Government and private sector. The mission of this company is to become a leader in Malaysia fireworks industry while their vision is to be global which a hub in import and export of fireworks internationally.

1. INTRODUCTION

1.1 Background Of The Study

The case study is designated to illustrate the practical application of the theoretical concepts of entrepreneurship strategies. In this case, we use Blastmaster (M) Sdn Bhd as our subject to define the problem in this organization.

1.2 Problem Statement

There are three main issues in this case study which is the process of completing the projects, self-management among employees and also delivery channel in their marketing strategies. This three main issues will be discuss deeply in the findings and discussion.

1.3 Purpose Of The Study

Main purpose of this case study is to analyze the effectiveness in management of the business. It is also as a stand to create a relevant and impressive recommendation to the problem facing by the company. Besides that, we can go deeply to the nature of the business