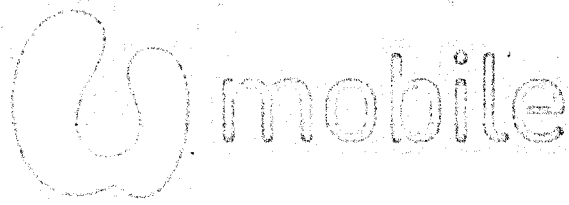




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COMPANY ANALYSIS

TECHNOLOGY ENTREPRENEURSHIPS (ENT 600) CASE STUDY

FACULTY & PROGRAM : Faculty of Health Science & Bachelor in Medical Laboratory

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PROJECT TITLE : U Mobile Setia City Mall

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EXECUTIVE SUMMARY

In this company analysis, we selected U Mobile Setia City Mall as our case to be studied. This study is conducted to analyse the problems faced by U Mobile Setia City Mall. Moreover, this case study provides some solution that can help the company to improve their business and indirectly can solve their problems and increases their sales.

In the first part of the study, we conducted an interview with one of the employees that works in U Mobile Setia City Mall. The information obtained include the background of the company, organizational structure, products and services provided, technology applied as well as their financial status. Next, we also gather the information on how they market their business and its operational strategy that the company used to promote their products and services. In their financial achievement, we are able to know their achievements gain from the financial management.

Every company has sets their own strategy in achieving the goals. Therefore, SWOT analysis is done by analysing the company's strength, weakness, opportunities and threats in real business world. By doing this, we get to analyse and find solution in order to fulfil and overcome the Consumer Trend Canvas (CTC) analysis. Thus, customers' needs and expectations can be achieved.

The problems faced by U Mobile Setia City are classified under finding and discussion where the problems and how it is being solved are being analysed and discussed. The recommendations and improvements will help U Mobile in solving their problems.

1. INTRODUCTION

1.1. Background of The Study

U Mobile provides services around Malaysia and in Selangor U Mobile is located in Setia City Mall, AEON Mall Shah Alam, Tesco Setia Alam, AEON Mall Bukit Tinggi and IOI Mall Puchong. The group chose to analyse U Mobile that is located in Setia City Mall. It provides services, instalment of hand phone and several affordable mobile plans that will require many people to use. Due to the high number of internet users and the importance of having hand phone, it is the reason why we chose U Mobile as our subject to be studied.

U Mobile is a well-known Malaysian mobile telecommunication service provider. U Mobile is a data-centric and multiple award-winning mobile data service company in Malaysia. Nowadays, U Mobile has improved its services in fulfilling their customers' needs. They come out with a new technology which uses application in order to check customers' credit or data balance, bill payment and additional data purchase. This new technology facilitates the users so that they will not experience queuing for a long time in order to pay for their bills or purchasing data.

U Mobile is known for introducing affordable products and unlimited internet in the market which makes them popular among the students. These offers have cause them to have high number of users even though they receive competition from another Telco in Malaysia. The competition is one of the reasons for them to continuously improve their services and quality of products in order to satisfy customers' needs. Although many positive reviews about U Mobile, this company analysis will further discuss their problem and suggest recommendations to improve U Mobile services.