



اوتو تكنولوجي مارا  
UNIVERSITI  
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MARA



## COMPANY ANALYSIS

BATA PRIMAVERA SDN. BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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## **EXECUTIVE SUMMARY**

This report is to study the performances and the ways of operation for the local shoes company where an interview was done at Bata shop located at Seksyen 7, Shah Alam. There are three main perspective that being study in this report including the success of the company, design challenge and strategy implementation. Furthermore, this reports will explain details on history of company, financial, management of the organization, technology used and also the current marketing strategy. This report also focus on the analysis of strengths, weaknesses, opportunities and threat that affecting the company itself. Furthermore, the consumer trend canvas are also being discussed in details. The problems of the company were found out and then the solution given after the brainstorming process. Some recommendations being proposed for the improvement of the operations that is ideal for the increasing Bata's needs, and increase the corporate image as the multinational retailer of worldwide brand.

# 1. INTRODUCTION

## 1.1 Background of study

Entrepreneurship is one of the education that comes in various kind of knowledge and skills that encourage a successful of an entrepreneur. This type of education was encourage to all levels of schooling especially in university. Entrepreneurship may help in expansion of skills as well as reaching profit to the organizational. This is one of the necessity for the student to take Technology Entrepreneurship (ENT600) before they graduate for bachelor level with the guidance of Madam Zanariah binti Zainal Abidin. In this course, students require to do a case study on any company or business that is suitable to solve the difficulty.

Generally, shoes is one of the needs for human which to protect and provide comfortable for human's foot while they are doing their routine lifestyle. As it is one of the human's need, the business of company that produced more shoes and become an attraction to all people based on the style and design of the shoes. This is due to the high demand from their customers. Since the production of shoes' company has increasing, the number of shoes' stock also increasing. Thus, this type of situation may arise to small shoes' store that facing several types of problems with their organization. This small shoes' store has been decided to identify their strength, weakness, opportunities and threats by using SWOT analysis.

Surveying some of the shoes' store running around Seksyen 7, Shah Alam was the first step before continue with the interview session. The day and time need to decide to meet up with the staff of the shoes' store. In an hour of interview with the staff, all the information required in this case study was obtained. SWOT analysis is used for this case study to the factors that brings to the difficulties or problems in the business. With knowing the threats and weaknesses of the business, this may overcome with some improvements and discovering a new technology system to make a higher profit to the company.

Just a secret!