



اوتو سيني تيكنولوغي مارا  
UNIVERSITI  
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MARA



## COMPANY ANALYSIS

DOBI DESA

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL  
SCIENCES / CS249 6B

SEMESTER : 6

PROJECT TITLE : CASE STUDY OF DOBI DESA

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## ACKNOWLEDGEMENT

IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

Alhamdulillah, we are grateful to Allah for our success in completing the project for a case study at Dobi Desa. Many individuals have significantly involved in completing this project and thus their contribution must not be left unmentioned.

First of all, we would like to express our gratitude to our successive entrepreneurship lecturer, Madam Zanariah Zainal Abidin for giving such informative lectures and for guiding us in completing the task. Her guidance, moral support and encouragement, thoughtful suggestions for improvement and patience saw us through some trying times in the course of the preparation and submission of this business plan. Much obliged to the manager of Dobi Desa, Encik Ahmad Syafiq bin Abdul Aziz for giving us permission and cooperation to visit and gain information about the organization.

There are a lot of obstacles to complete the task, but with high dedication and teamwork between our group members, the task was completed on time. We try to take it as a challenge in conducting the business. At the same time, we gain some knowledge of getting information about making a business plan.

Additionally, we would like to expand our gratitude to our beloved parents and family members who gave us a great supported in terms of emotional and physical from the beginning till the end of this project. Lastly, big thanks to our friends and classmates who provide us with great information, sharing comments and opinions and also continuous encouragement enable us to undergo the long days and nights for us to complete the assignment.

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## EXECUTIVE SUMMARY

This project focuses on Dobi Desa laundry business. This business committed to provide highest quality, efficient and productive solution for laundry services. In the first part of the project, the general information of the business has been collected. Information is gathered through the interview session with the owner and online sources.

Objective of the project is to work on the background, organizational structure, products and services that Dobi Desa provided. Next, we study about the technology used for the business, business, operational, and marketing strategy used by the business to promote their services to the customers. Lastly, we research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

In this case study, the strengths, weaknesses, opportunities and threats for this business were analysed using SWOT analysis. Thus, from the needs and demands from existing consumer of this business, we analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis.