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COMPANY ANALYSIS

VIBEROCKA GROUP VENTURE SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): **CASE STUDY**

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Table of Contents

EXECUTIVE SUMMARY	1
CHAPTER 1	
Introduction	
1.1 Background of the study.....	2
1.2 Problem statement.....	2
1.3 Purpose of the study	2
CHAPTER 2	
Company Information	
2.1 Company background	3
2.2 Organization structure	3
2.3 Services.....	4
2.4 Technology	4
2.5 Business strategy.....	5
2.6 Marketing strategy	5
2.7 Operational strategy	5
2.8 Financial achievements	5
CHAPTER 3	
Company Analysis	
3.1 SWOT.....	6-7
3.2 Consumer trend canvas	8
CHAPTER 4	
Findings and Discussion	9
CHAPTER 5	
Conclusion	10
CHAPTER 6	
Recommendations and Suggestions	
6.1 Marketing strategy improvements	11-12
REFERENCES	13
APPENDICES	14-16

EXECUTIVE SUMMARY

VIBEROCKA GROUP VENTURE SDN. BHD. is a small print shop providing printing services for shirts and souvenirs business. It has been established since 2018 located in Shah Alam. The purpose of this study is to analyze the operation of VIBEROCKA GROUP VENTURE SDN BHD, which is by observing the issues that have been a problem for the company and propose a suitable solution for it.

Based on the interview that had been done, there is a certain problem that affects the company which is the signboard of the store. The store is hard to find because the owner still been using the old store sign from the previous owner which is NOVA CREATIVE SDN. BHD. The company brand is unrecognizable by the public, the company didn't use social media properly to promote their product.

Based on those findings, some recommendations been suggested and discussed include:

- Create the company website or blog to increase the marketing efforts especially to attract more clients and drive traffic to your site.
- Distribute flyers and brochures to the potential customers as it provide extra information instantly.
- Have a fixed schedule plan arranged so that tasks and works are easier to segregate according to their respective personnel such as operation, packaging, and sales.

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The main aim of this study is to learn about how a company runs its business on a daily basis. VIBEROCKA GROUP VENTURE SDN.BHD is a company that has been choosing as a place to persuade our studies. With 2 years of experience in printing and designing t-shirts and merchandises have made this company one of the best companies to gather some great information for our analysis.

1.2 Problem statement

The most common problem for VIBEROCKA GROUP VENTURE SDN.BHD as a designer and printing company is time. The company is struggling to cope with the dateline given by the customer because most of the customers that place an order for the group, order in large numbers with a small amount of time given to complete it. The problem occurs is because of the company have only a small number of workers and also the insufficient amount of machine that can produce a limited number of products per hour. (By installing a better machine or adding more workers will help the company produce more great quality products with a short amount of time.

1.3 Purpose of the study

The main purpose of this study is to experience or to explore how business is conducted so that the company will be able to continue to gain profit. The study also includes the knowledge on how the company manages its needs for supply, location of the store, target market and financial structure. After that, the result from the data and information that have been gathered can produce some of the ideas in helping VIBEROCKA GROUP VENTURE SDN.BHD to improve their weaknesses so that they can improve certain aspects that lead to gaining profit.

CHAPTER 2

COMPANY INFORMATION

2.1 Company Background

The company had been operated since 2018 with different company names which name NOVA CREATIVE SDN. BHD, the company was re-established in 2019 with a new name called, VIBEROCKA GROUP VENTURE SDN. BHD. A small printing shop opened its doors in Shah Alam with a simple and clear aim of providing high-quality printing services for custom design shirts and souvenirs. VIBEROCKA GROUP VENTURE SDN. BHD promises to give a fast service with a high-quality product for the customers. The target markets for this company are university students, event organizers, public workers and residents around the area.

2.2 Organizational Structure

The organizational structure of the VIBEROCKA GROUP VENTURE SDN. BHD is shown in the figure below:

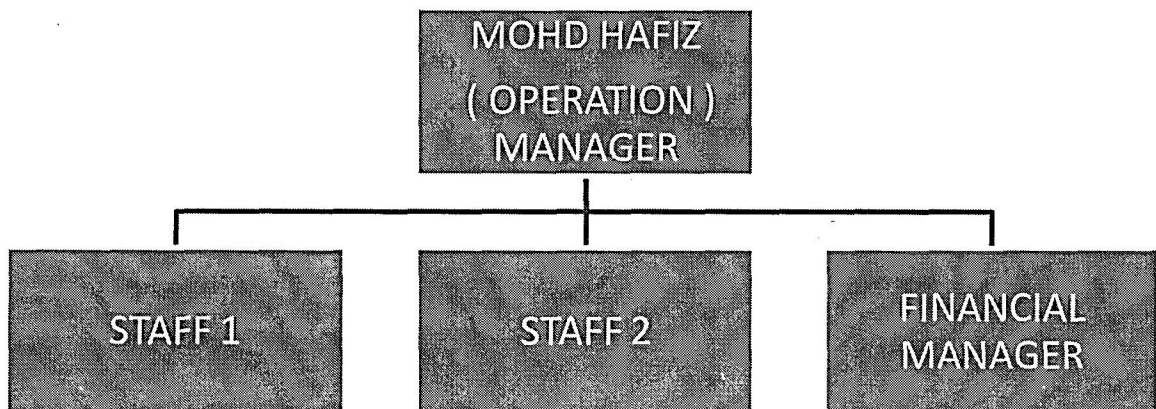


Figure 1: The organization structure of VIBEROCKA GROUP VENTURE SDN. BHD