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<b>CASE STUDY</b>				
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## **EXECUTIVE SUMMARY**

This paper is focused on a case study of the Achik Sdn. Bhd. Interview have been conducted with the owner of the company for the company information and the team did the SWOT analysis for the company.

In the first half of the report, the team have collected the general information of the company. It is gathered through verbal interview and online survey. On the second half of the report, it contains the specified subject of the case study. This include the problem statement of the company, SWOT analysis, findings through the case study of the company and the recommendations to improve the company issues.

Next, the team study about the business, marketing and operating strategy of the company. This is to observe on how the company promote their product and services. The team also study about the financial achievements and how the company achieve their financial goals. This indicate on how the company manage their financial and their financial strategy for getting goals.

Lastly, the team analyse the Consumer Trend Canvas (CTC) from their strength, weakness, opportunities and threats in SWOT analysis and come out the possible solution in recommendations section. Thus, the needs and demand can be fulfil in CTC.

## **INTRODUCTION**

### **Background of The Study**

The case study is about Achik Sdn. Bhd located at Taman Melawati, Kuala Lumpur. It is printing company that has been registered at Companies Commission of Malaysia (SSM) on 19<sup>th</sup> December 2008. There are total 8 branches located in Malaysia and Taman Melawati is their main. Their main target market are architectural and banking companies.

### **Problem Statements**

- There are a lot of customer come to store during peak hour. This causes the other potential customer face difficulties to look for a parking.
- The amount of staff assigned to each station is not sufficient that cause the staff to do multitask.
- The company does not prioritize on the function of the product thus lead to inappropriate arrangement of the end product.

### **Purposes of the Study**

- To study the technology of printing and designing.
- To learn the systems and operations used in running this company.
- To recognize problems and issues of the company.
- To suggest with some solutions and future recommendation.