



اَوْبَهُوْ سَيِّدِي تَتَاكْبُوْ لُوْ كِيْنِ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ZARENCLO DESIGN & PRINTING

ENT600
TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY

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1. INTRODUCTION

1.1 Background of the Study

Nowadays, there are plenty of printing businesses has been run to meet the high demands of customers, especially among event organizers and university's students. Therefore, this situation had given us the idea to perform a study regarding a printing business on Zarenclo Printing & Design.

1.2 Problem Statement

According to the data collected during the interview session, here are some of the problems that the director had stated;

i. Lack of workforce

- High volume of orders but lack of workers to support to fulfil the orders
- Had to limit the number of orders every month that lead to low productivity and no improvement in terms of sales

ii. Out-dated and inefficient printing method

- Still using traditional method to print, cut and fold the t-shirt
- Tedious process that is time consuming and require a long time to finish the orders

1.3 Purpose of the Study

The purpose of the study is to analyse technopreneurship criteria and to identify the problems faced by the Zarenclo Design & Printing in terms of technology issues. Also, this study aims to provide recommendations in order to overcome the problems stated in this study.