



A manufacturing company that makes aluminum ladders

KELOPAK JAYA ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: Faculty of Health Sciences
	: HS243 – Bachelor of Environmental Health and Safety
SEMESTER	: 7
PROJECT TITLE	: A Case Study on Problems During Ladders Making
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EXECUTIVE SUMMARY

The aim to conducting this case study at the KJ Enterprise is to identified the potential problem of the company based of the SWOT analysis and Consumer Trend Canvas. In this study, we chose the company because it is still new and need more changes to develop to become bigger. This company has potential to place their product in a better market such as the overseas market. To ensure this company is able to maintain and fulfill the demand in the future, a few technological solutions is needed to be implemented so that the current problem able to be solved without disturbing the company's production and costing. The data that are collected in this study is only based on observation, interview and preview of the document and previous record that been provided from the company. All of the data collected will be analyzed and the solution will be given in order to overcome the problems of the company. The interview has been carried out to understand the real situation that happens in the company.

COMPANY INFORMATION

KELOPAK JAYA ENTERPRISE is a manufacturing business in Malaysia especially in the northern region that makes aluminum ladders. The goal of this company is to manufacture and sell throughout the northern area in Malaysia high quality and safety specialty ladders for the public use and also for the construction sector.

The product manufactured still maintain the regular design and structure of the common ladder but with add up with material that use to make the ladder's step more grip and safety by using synthetic rubber that prevent user from slip. Current ladder in the market are firm and can sustain the load when doing work but it not has enough safety characteristic. The company had done the evolution by provide extra structure that serve as the holder that can prevent the user from fall especially when change the movement or posture of body during using the ladder. The company is located at 69B Jalan Perai Jaya 5, Kawasan Perindustrian Prai, 13600, Penang.

