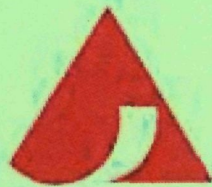




اَوْنُوْزَسِيْتِي تِي كُونُوْ لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



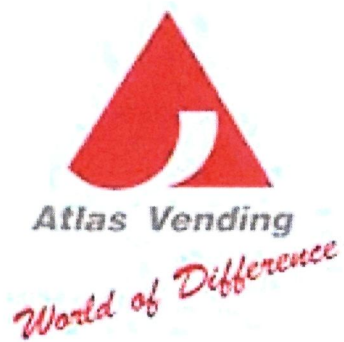
Atlas Vending
World of Difference

THE TECHNOLOGY OF VENDING MACHINE

Atlas Vending (M) Sdn Bhd

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME	: Faculty of Architecture, Surveying and Planning (Bachelor in Science Architecture - AP243)	
SEMESTER	: March – July 2018	
PROJECT TITLE	: The Technology of Vending Machine	
GROUP MEMBERS	1. MUNIRAH BINTI ABU BAKAR	2015229664
	2. NUR AMIRAH BINTI AMRAN	2015229994
LECTURER	: PN. ZANARIAH BINTI ZAINAL ABIDIN	



THE TECHNOLOGY OF VENDING MACHINE

Atlas Vending (M) Sdn Bhd

ANKNOWLEDGEMENT

We would like to express our deepest appreciation to all those who provided us the possibility to complete this report. A special gratitude we give to beloved lecturer, Pn. Zanariah Binti Zainal Abidin, whose contribution in stimulating suggestions and encouragement, helped us to coordinate our case study especially in writing this report.

Furthermore, we would also like to acknowledge with much appreciation the crucial role of the staff of Atlas Vending Machine, who gave the permission to use all required equipment and the necessary material to complete the case study. A special thanks goes to our class mate, who help us to assemble the parts and gave suggestion about the report. Last but not least, special thanks to those who helped us in many other ways to ensure this case study report are fully done.

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	1
1.1 Background Of The Study	
1.2 Problem Statement	
1.3 Purpose Of The Study	
2. COMPANY INFORMATION	2
2.1 Background	
2.2 Organizational Structure	
2.3 Products/Services	
2.4 Technology	
2.5 Business, marketing, operational strategy	
2.6 Financial achievements	
3. COMPANY ANALYSIS	10
3.1 SWOT	
3.2 Consumer Trend Canvas	
4. FINDINGS AND DISCUSSION	12
5. CONCLUSION	13
6. RECOMMENDATION AND IMPROVEMENT	13
7. REFERENCES	13
8. APPENDICES	13

EXECUTIVE SUMMARY

This is the summary of the case study report. The study of technology of Atlas Vending Machine reveal the advantages and disadvantages about the operation. Atlas Vending presents a wide range of vending solutions with special emphasis on meeting customers' refreshment needs, featuring modern table-top and floor standing vending equipment, deploying the latest technology, backed by a highly responsive service, to offer a wide choice of equipment refreshment products and strong brand names, with solutions specially tailored to the needs, all put together by staff who are professional dependable and innovative, with a keen sense of integrity and a personal touch.