



اَوْبِقُوْا سِيَّتِيْ بِاَيِّ كُنُوْا لِيْ فَا اَرَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

AFD RESOURCES (AGUGU PRINTING AND STATIONERY)

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FSG - AS245⁵⁵, APPLIED CHEMISTRY

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PROJECT TITLE : AGUGU PRINTING AND STATIONERY CASE STUDY

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EXECUTIVE SUMMARY

As a student in UITM Shah Alam, it is a part of study for everyone to undergo a case study to know how theories can be applied to practical situation. Before start the project report, the general information of the company has been collected. Information is gathered through the interview as well. The objective of the project is to work on the background, organizational structure, products and services that company provides.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and to fulfill their needs in Consumer Trend Canvas (CTC) analysis, making it as our innovation to be continued in new Product Development task.

1. INTRODUCTION

1.1 Background of study

An analysis on business of Agugu Printing & Stationery which located at Kolej Melati UiTM Shah Alam is classified as a type of business of ownership (sole proprietorship) where the company is one of the branch under AFD resources business owned by Encik Mohd Afideni Bin Ramli. The core business that Agugu Printing & Stationery provides are printing, photocopy, binding, and scanning services and also sell stationaries. Other than that, they also provide a direct booking services of premium goods and gifts services for printed shirt, bag, mug, lanyard, cap, keychain and more. Besides, the target markets of this company are students. Thus, they offer affordable price on services for students. Furthermore, the technology used are business internet where the company provide an internet connection for customers for easier access of internet, an electronic technology such as printing and photocopy machines, and also providing software technology for example Microsoft Word software for easier and quick editing, creating, view, and sharing file. The development of technology can be seen by the used of laser printing machine that yields high quality graphics and texts. In addition, the development of an innovation strategy by providing more option of services for customer, and provide enterprise software services by developing an application able to satisfy the needs of the customers and at the same time can continuously improve business management.