



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

AHSB BERSEKUTU SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF HEALTH SCIENCES
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- purpose x
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EXECUTIVE SUMMARY

This case study is about AHSB Bersekutu Sdn Bhd, an electrical company which offers wiring services, located at Batu Caves, Selangor. In order to know deeper regarding this company, an interview session with the founder had been done recently. The interview questions are mainly about company background and SWOT analysis. From the SWOT analysis, our team learns to interpret the strengths, weaknesses, opportunities, and threats which can help in developing a proper business strategy. The SWOT analysis is one of the best tools that have been widely used by other successful companies for a better planning. Other than that, we are able to learn how to develop alternative solutions to handle the problems faced by the company.

1. INTRODUCTION

1.1. BACKGROUND OF THE STUDY

- This study was conducted at Lot 1894-2, Jalan Tengah 2, Batu 6 ¼, Gombak, 53100 Kuala Lumpur from 12th October 2018 until 22nd November 2018.
- The case study was conducted to analyze the strength, weakness, opportunity, and threats of AHSB Bersekutu Sdn Bhd.

1.2. PROBLEM STATEMENT

This case study was conducted to analyze the real situation of technopreneurship. For this case study, we have chosen AHSB Bersekutu Sdn Bhd to conduct our investigation. AHSB Bersekutu Sdn Bhd such as lack of workers. The number of workers plays an important role in order to produce an efficient and good quality services. SO

1.3. PURPOSE OF STUDY

- To analyze the technopreneurship criteria exist in AHSB Bersekutu Sdn Bhd P
- To be exposed to real technopreneurship experiences P
- To conduct a case study based on the interview with the owner of AHSB Bersekutu Sdn Bhd. P