

CASE STUDY**CIPTA CETAK PRINTING COMPANY**

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1. EXECUTIVE SUMMARY

Printing services really wide used in Malaysia especially among University's students. Many company had servicing on printing, photocopy, binding and many things for students requirement in University likewise in secondary school. In this study, Impian Teguh Ventures company had been chose to know how they built up from the bottom to top with their services provided. This company was introduced since Jun 2010 and the first shop under this company is Print Channel was founded in UiTM Puncak Alam at PSB level 4. The business scope that had been provided in this company were engineering and electrical, transportation and warehousing, printing services and general trading and supplies. There are 3 shop with different name were founded from this company which were Print Channel, Locus and '*Cipta Cetak*' in UiTM Puncak Alam Campus.

The owner of the company, Megat Nor Rashid Megat Ramli had started his business with small spaces with 5 personal computer for printing services and the enhancement of the business provided 10 to 16 personal computer located in Print channel and Cipta Cetak. The beginning of the business, financial and fix cost were the main weakness and the needs to be improved for maintaining their services. From the weakness itself, upgrading the business time to time with new strategies such as advertisement about their services provided, enhance in cater to the consumer, offering a host of products and services to help customer complete their personal business needs quickly and efficiently. Any competition with other printing services that had been located in same place not dropping the spirit is even a challenge to keep success in business.

2. INTRODUCTION

Background of The Study

The printing company at Cipta Cetak division serves a vital role within the organisation. Cipta Cetak do the services like printing, ciber café, laminating, cutter and others. Given the size of its responsibilities, the in-house print department requires both professional and copy shop facilities. Start from 2018, the department was attempting to fulfil both internal and external orders through an ill-equipped production environment comprising half professional and half office printing technology. As print production manager points out, this was an inadequate approach and the reputation of the department was

suffering as a result. “We need to cost-effectively and efficiently produce two types of product, both of which need to be of high quality,”.

Cipta Cetak Cafe’s customers require instruction manuals for their complex products, while employees require printed collateral for their sales, marketing and communications needs. This doubles the pressure they’re under and sadly they couldn’t rely on their existing printing technologies or partner to help them meet those demands.” The success of the department rests solely on the shoulders of the manager, who operates under strict budget and time constraints. He continues: “Given the limited resources I have, including a very small production team, ideally I needed a technology supplier who could work with us as part of the team and provide support and guidance to improve the department and even stimulate growth.”

Problem Statement

- There a lot of work but limited manpower and machine. For example, there a lot of book that need to be print in a day, 4-5 books sometimes more than that.
- A long customer time expectation.
- Not fulfill the requirement of the customer, sources of internet.
- Customers require instruction manuals for their complex products.

Purpose of The Study

- To study effective use of particular instruction manual for customer complex product. The detail instruction on how to print like the customer desire will surely facilitate them.
- To study the effective of having services of internet in the café. It will make the customer more convenience to use printing services and no need to connect with their internet.
- Make recommendation to the services of copying book, for example save the book that had being copy to increase the productivity.

3. COMPANY INFORMATION

Background

Impian Teguh Ventures is a company with a wide range of businesses in several important sectors. It conducts its business through several main allied companies and joined ventures. Impian Teguh Ventures was established in June of 2010. It is situated at No 36 & 38, Jalan Pelabur 23/A, Seksyen 23 40000 Shah Alam, Selangor Darul Ehsan. The owner and director, Mr Rashid Ramli is 100% shareholder of this company. Mr Rashid has been the director since June 2010 and responsible for overall aspects and group corporate treasury matters, principally market interfacing activities. He is also known as former director of DAZZ Group for 10 years.

There are 4 business scopes of Impian Teguh Ventures which are engineering and electrical, transportation and warehousing, printing services and general trading and supplies. The core business for this company in UiTM Puncak Alam is printing services. Printing shop was branched out into 3 names and places. First is "Printing Channel" which is established in the year of 2013, located at level 4 of PSB in UiTM Puncak Alam, Selangor. Second shop is named as "Cipta Cetak", established in 2016, situated at 'Kompleks Kemudahan Pelajar Angsana (KKPA)' and followed by "Locus Digital Print" in the year of 2018, near Dahlia Hostel, UiTM Puncak Alam.

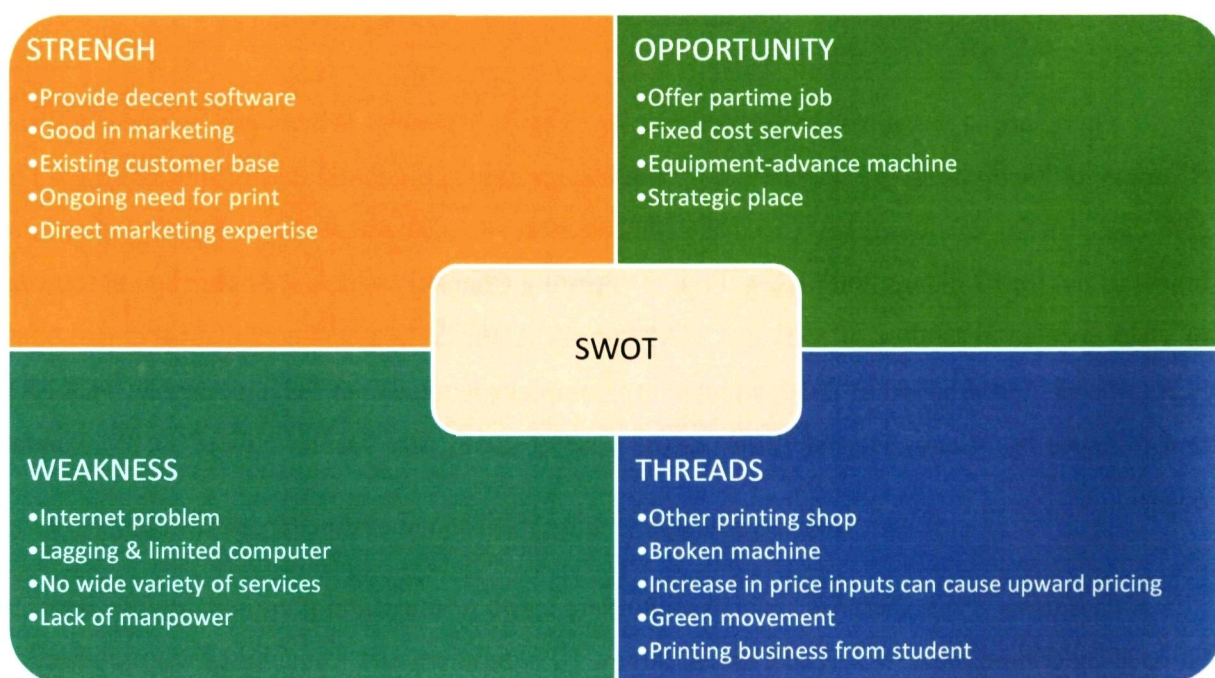
Basically "Print Channel" has 16 computers and 6 printing and photo stating machines to be used by communities in UiTM Puncak Alam. 10 computers and 4 machines are presented at "Cipta Cetak" meanwhile there is 2 computers and 2 machines in "Locus Digital Print". The services provided are internet surfing, printing services, thesis and manuscript writing, documents photocopy, paper cutting and binding. The printing shop also sell stationaries, such as pens, pencils, liquid papers, erasers, glue, and many more. In addition, books, coloured papers and many more are available in the shop.

In "Cipta Cetak", since it is situated in KKPA, many students came during its operating hours, as claimed by the owner, Mr Rashid Ramli. The operation hour for "Cipta Cetak" is from 10.00 a.m to 10.00 p.m. Due to its operation hour is available at night; it is suitable for students

who have to print or photo stating their documents if they have difficulty in accessing printer or photostate machines. Besides, “Cipta Cetak” also provides service for people to book a bus to go home during semester break. The staff will have contacts with the bus operator to arrange and book buses for students to go home during their break. The buses’ tickets are available for states across the country, from north, east, west and south of Malaysia.

4. COMPANY ANALYSIS

SWOT Analysis



STRENGTHS

One of the strength of this company which is existing customer based. The location of Cipta Cetak situated in Kolej Kemudahan Pelajar Angsana. Thousand of colleague resident can be their customer. Other than that, there are ongoing need for printing for students’ assignment or works especially in the end of semester. The company can direct marketing to student resident and faculty. The marketing is the expertise of this company as they can print their advertisement by themselves. Next, the Cipta Cetak provide computer with equip with decent software such as Microsoft word, Powerpoint, Photoshop and other for the customer needs.