



COMPANY ANALYSIS

UiTM SWIMMING POOL COMPLEX

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : EH220 - FACULTY OF CHEMICAL ENGINEERING

SEMESTER & GROUP : 7G

PROJECT TITLE : CASE STUDY OF UiTM SWIMMING POOL COMPLEX

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21/11/18

ACKNOWLEDGEMENT

Alhamdulillah with His blessings, we were able to complete our assignment on the case study for the company of UiTM Swimming Pool Complex that was located in UiTM Shah Alam. This assignment was decided to be submitted on 21st November 2018.

We would like to express our gratitude for those who were involved in order to help us completing our case study assignment. Firstly, our appreciation goes to Mr Ahmad Bohari, whom responsible as the Sport Assistant Senior of the company for giving us the opportunity to interviewing him about the company. During the interview, Mr Bohari has been guiding and sharing the information about the products and services that have been provided in the company to their customers. We were very thankful for all of the information that he had gave from head to toe.

On the other hand, a lot of thanks to our lecturer for the gut on assisting us to complete our case study assignment as ruled in the lesson plan, Madam Hajah Zanariah Binti Zainal Abidin. Finally, we want to thanks to all of our fellow members in this group for making this assignment been done nicely as planned.

TABLE OF CONTENT

	PAGE
TITLE PAGE.....	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENT.....	iii
LIST OF FIGURES.....	iv
LIST OF TABLES.....	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1. Background of the Study.....	1
1.2. Problem Statement.....	1
1.3. Purpose of the Study.....	2
2. COMPANY INFORMATION	
2.1. Background.....	3
2.2. Organizational Structure.....	4
2.3. Products/Services.....	5
2.4. Business, Marketing, Operational Strategy.....	5
2.5. Financial Achievements.....	6
3. COMPANY ANALYSIS	
3.1. SWOT Analysis.....	8
3.2. Consumer Trend Canvas (CTC).....	10
4. FINDINGS AND DISCUSSION	
4.1. Findings.....	11
4.2. Discussion.....	12
5. CONCLUSION	13
6. RECOMMENDATION AND IMPROVEMENT	14
7. REFERENCES	15
8. APPENDICES	16

EXECUTIVE SUMMARY

UiTM Swimming Pool Complex is chosen as the subject in our case study. The company had been established in 1995 and located in Universiti Teknologi MARA (UiTM) Shah Alam. This company provide services such as a built-in swimming pool for the usage of athletes, public and students of UiTM Shah Alam. However, some problems had been identified during the case study process. The registration process took a long time before being proceed as manual registration is done. Plus, the air ventilation in the pool's area is poor as the odor of chlorine is strong. To overcome these problems, two solutions are being suggested to the person-in-charge. A smart club card is being introduced to reduce the time taken for the registration process. The club card contains the information of the members' and the fee can be done through it. Secondly, the installation of Local Exhaust Ventilation (LEV) is recommended as it reduces the air contaminant and less odor of chlorine can be achieved.

CHAPTER 1: INTRODUCTION

1.1 Background of the Study.

The case study is on investigating and analyzing problems related to the technical and technological issue at UiTM Swimming Pool Complex. The company business is located at Universiti Teknologi Mara (UiTM), 40450 Shah Alam, Selangor, which is specializing in sports. The team had interviewed the Sports Assistant Senior, Mr. Ahmad Bohari regarding the case study to obtain information about the overview of the company and problems faced by the organization.

In order to complete this case study, the team needs to analyze the technical issues especially in term of technology that being faced by the company. The team needs to apply critical thinking skills and knowledge to provide the solutions for the issues.

1.2 Problem Statement.

UiTM Swimming Pool Complex is not only popular among the UiTM students and staffs but also is well known among the public in Shah Alam area. During Friday and weekend, the complex is usually flooded with people who want to swim and join a swimming class. However, during those peak hours, the registration queue takes about 2 minutes per person due to manual registration procedure. Mr. Ahmad Bohari stated that good registration time should be less than a minute for any organization that provides services (Bohari, 2018). Therefore, the study about technological issues needs to be conducted to provide the best solution to overcome this problem, which can help in increasing the efficiency of the registration system.