



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



### COMPANY ANALYSIS

#### PANDA PRINTING SHAH ALAM

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## TABLE OF CONTENT

ACKNOWLEDGEMENT	3
LIST OF FIGURES	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	
1.1 Background of The Study	6
1.2 Problem Statement	7
1.3 Purpose of The Study	7
2. COMPANY INFORMATION	
2.1 Background	8
2.2 Organizational Structure	8
2.3 Products/Services	9
2.4 Technology	9
2.5 Business, marketing, operational strategy	10
2.6 Financial Achievement	10
3. COMPANY ANALYSIS	
3.1 SWOT	11
3.2 Consumer Trend Canvas	
4. FINDINGS AND DISCUSSION	12
5. CONCLUSION	15
6. RECOMMENDATION & IMPROVEMENT	15
7. REFERENCES	15
8. APPENDICES	16

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## **EXECUTIVE SUMMARY**

Panda Printing Shah Alam is one of the most known printing shops amongst students. The location of this shop itself which is near university as well as student's house make this shops popular amongst students. Other than that, this printing shop also offering various services such as photocopies services, printing, flyers, rubber stamp, button badge and more. Even though this shop offered various services, there were few issues that become a concern regarding their business. If this issue does not solve quickly, it will affect their services quality as well as products quality in the future. Regarding to this issue, this case study was conducted in order to determine the problems and analyze any possible solutions.

# 1. INTRODUCTION

## 1.1 Background of Studies

This case study was conducted in order to determine the arising problems either in terms of marketing or technologies, thus improvise it to attract more customers in the future. Now days, printing shop does not only offer photocopies and printing services only. In order to attract more customers, they offered many other services such as banner printing, repair and computer services and cybercafé services. Printing and photocopies services were one of the high demand services in university amongst students. As this services were highly demand, there were many printing shops opened either in the campus area or outside campus area for students who does not stay in the hostel.

Panda Printing Shah Alam were one of the printing shops that were well recognized amongst UiTM Shah Alam students as this shop located in Seksyen 7 which is within walking distance from Uitm gate. This printing shop were specialized in printing and photocopies but they also providing many other services such as T-shirt printing, name card, poster letterhead and booklet. In order to attract more customers, they also publicly promote their business through facebook and Instagram platform.