



# COMPANY ANALYSIS

## ALAM CETAK

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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- GOUP MEMBERS** : 1. ATASYA SYUHADA BT MOHAMAD  
2. MOHD HAZIQ ASFA BIN MD SHAPARI  
3. NURUL HIDAYATUL AMYRA BT MOHD  
4. UNGKU AINAA UL-MARDHIAH BT UNGKU IBRAHIM
- LECTURER** : HAJAH ZAINARIAH BINTI ZAINAL ABIDIN

*Sub headings needed for easy understanding*

*70*

## TABLE OF CONTENT

|  | PAGE |
|--|------|
| TITLE PAGE                                   | i    |
| ACKNOWLEDGEMENT                              | ii   |
| TABLE OF CONTENT                             | iii  |
| LIST OF FIGURES                              | iv   |
| LIST OF TABLE                                | v    |
| EXECUTIVE SUMMARY                            | vi   |
| <br>   |      |
| <b>1. INTRODUCTION</b>                       |      |
| 1.1 Background of The Study                  | 1    |
| 1.2 Problem Statement                        | 1    |
| 1.3 Purpose of The Study                     | 1    |
| <br>   |      |
| <b>2. COMPANY INFORMATION</b>                |      |
| 2.1 Background                               | 2    |
| 2.2 Organizational Structure                 | 3    |
| 2.3 Products/Services                        | 4    |
| 2.4 Technology                               | 4    |
| 2.5 Company, marketing, operational strategy | 4    |
| 2.6 Financial achievements                   | 4    |
| <br>   |      |
| <b>3. COMPANY ANALYSIS</b>                   |      |
| 3.1 SWOT                                     | 5    |
| 3.2 Consumer Trend Canvas                    | 7    |
| <br>   |      |
| <b>4. FINDING AND DISCUSSION</b>             | 8    |
| <b>5. COONCLUSION</b>                        | 9    |
| <b>6. RECOMMENDATION AND IMPROVEMENT</b>     | 9    |
| <b>7. REFERENCES</b>                         | 11   |
| <b>8. APPENDICES</b>                         | 12   |

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## INTRODUCTION

### 1.1 Background Of The Study

Technology entrepreneurship is defined as an investment in a work that gathers and organizes particular individuals and different assets that are complexly linked to development in scientific and technological information for the purpose of creating and capturing value for a business (Bailetti, 2012). This study will focus on the collaboration between technology and the business in order to enhance the business outcome through the help of technology.

### 1.2 Problem Statement

The use of technology in entrepreneurship nowadays is no longer seen as a new thing in a business plan, besides it has become part of having a successful business, as it helps in making the business grow efficiently. In a good way, technology gives a positive impact in the business as it not only helps in making the business's processes flow fluently, plus it helps the business to manage a huge business's details, information and services. Through the good use of technology, it will benefit the business in many ways such as increasing the business's income.

However, there are still businesses that are not applying the use of technology in their business plan due to several factors and this can be quite a barrier in having a successful business. One of the factors that always related to this problem is the company don't know what technology suits their business and how to imply the use of technology in order for it to be in line with their business plan. Efficient use of technology can be applied in a business in several ways. For instance, by knowing the business's problems and relates it with technology on how the technology can help in solving the problems or to the least, helps reducing the business's problems.

### 1.3 Purpose Of The Study

The purpose of this study is to determine the technology advancement that can be applied in the entrepreneurship that can enhance and facilitate the work's processes and benefit the business.

## **2.0 COMPANY INFORMATION**

### **2.1 COMPANY BACKGROUND**

The Alam Cetak Enterprise is a printing business that started by Mr. Mohamed Azrul bin Noor Azizul Rahim, located on the second floor of double-storey shop in Bandar Puncak Alam, Selangor. Along with Mr. Mohamed Azrul as the director, Mr. Muhamad Danial Bin Ariffin as the manager and followed by three staff in which two of them assign for printing while one of them assigns in graphic and layout. This business started the first operation on March, 2016. Their operational time from 7am to 3pm and from 9pm to 2am. Started with several small printing and photocopying devices such as the Ricoh-branded machine, this business has expanded in their operation by adding larger printing devices such as plot printing that specialized in printing and plotting paper plan such as architectural plan. Moreover, this company also served other services such as laminating, binding and sticker-customizing.