



COMPANY ANALYSIS

SHEIKH MOBILE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Sheikh Mobile Sdn Bhd is a company that provide smartphone repair service in which located at Bandar Baru Bangi. This case study will provide the business information of the company and the company analysis by using SWOT analysis as well as consumer trend canvas. The methodology of getting the information from the company were from interview and web surfing. Further discussion and recommendation will be discussed based on the findings from the company.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

In Malaysia, the number of smartphone users is estimated to reach 19.9 million in 2019. As there is an increase in the number of smartphones and mobile internet devices being used, so does the need for services required for the products. 75% of Malaysian smartphone users damaged their devices almost 3 times in past 5 years. Case study were conducted in Sheikh Mobile Bangi which provide mobile repair service.