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COMPANY ANALYSIS PADDOCK CREW COMPANY

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1.0 INTRODUCTION

1.1 Background of Study

The Paddock Crew Company is a well-known as company in car services market. The main services provided is the special car coating services to be introduced to other customers and it also provide car wash for regular customers. Paddock Crew Company has a demand to supply numerous products and training from Cartec. For those workers, who under finish training by attending 1 week have a qualified to award a certificated.

1.2 Problem Statement

How Paddock Crew Company can maintain their services quality and improve their marketing strategy?

1.3 Purpose of the Study

The purpose of this report was to analyse the company problems and recommend a suitable measure to reduce that problem to enhance company profit.

2.0 COMPANY INFORMATION

2.1 Background

Paddock Crew Company starts all way back in August 2016. At first it just a hobby of the owner is Muhammad Amirul Bin Baharuddin and his brother, Muhammad Arif bin Baharuddin. Puncak Alam branches is supervised by Mr. Asrin Izhar who's responsible to manage the Car Detailing centre. In 2016 they officially start their business at Bandar Botanik, Klang as their first shop which are currently become their headquarters office. The company's owners are mostly addicted to automotive and interesting in cars model since youth. In spite of that, he decides to take part in car detailing services.

2.2 Organizational Structure

Paddock Crew is just a sibling business and have proper organizational structure. There are 2 branches currently operating in Klang Valley. Each division has its own person in charge.

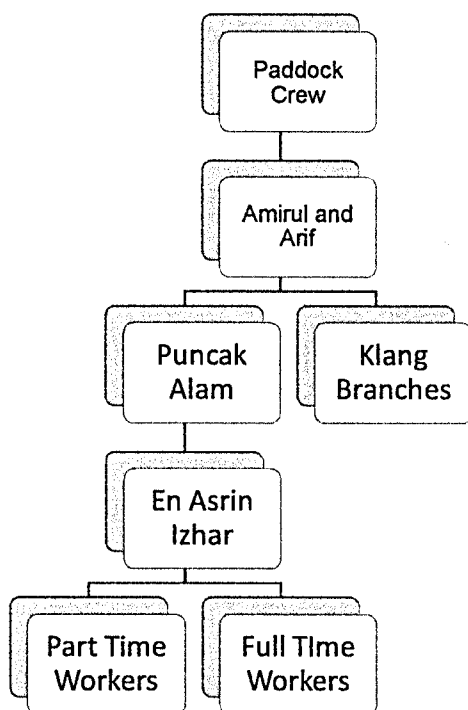


Figure 1: Company Organization Chart

2.3 Products/Services

- a) Car coating
- b) Chemical soap
- c) Car Wash
- d) Car Polish
- e) Nano Mist
- f) Glass Polish
- g) Car Wax

2.4 Business, marketing, operational strategy

Paddock Crew Company is one of the main car service washing company in Selangor, Malaysia. About 2 years old of experience in car service washing the main factor for them to have an excellent achievement in business and support from their regular customers. Despite the wide range of car service washing demand, the second new branch is opened in Bandar Puncak Alam, Selangor. In order to attract the customers in around of Bandar Puncak Alam, they have launched the special services in which the customers can achieve the Gold Package. The features of Gold Package is included of discount 10% of both car coating price and 10% interior car cleaning. Besides that, they also make their marketing on social online apps to announce the promotion and discounts of car services on special prices. All the information about of Paddock car service will be posted on Facebook and Instagram where the customers can alert all news about car services. All of their products used is Cartec, which are from overseas products technology and as their trusted supplier and distributor. In order to maintain the standard of their products, they hires Cartec as their trainer for workers to expert the all training provided for car services especially coating. This strategy will allow them to fulfill the demand of the market providing the better services.

2.5 Financial achievements

Paddock Crew Company has well record in financial achievements. During dry season, they can achieve about 50 cars attending their car washing service in a day especially on weekends while average in week have 5 cars attending their coating service. In monthly average, approximately 250 cars attending washing services and 25 cars attending coating services. The monthly profit typically is more than RM 40,000 and higher frequency of rainy season will less than 35,000 due to the less car attending in raining season.