



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكِنُوْلُوْكَى مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

MY MUG MALAYSIA

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCE
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EXECUTIVE SUMMARY

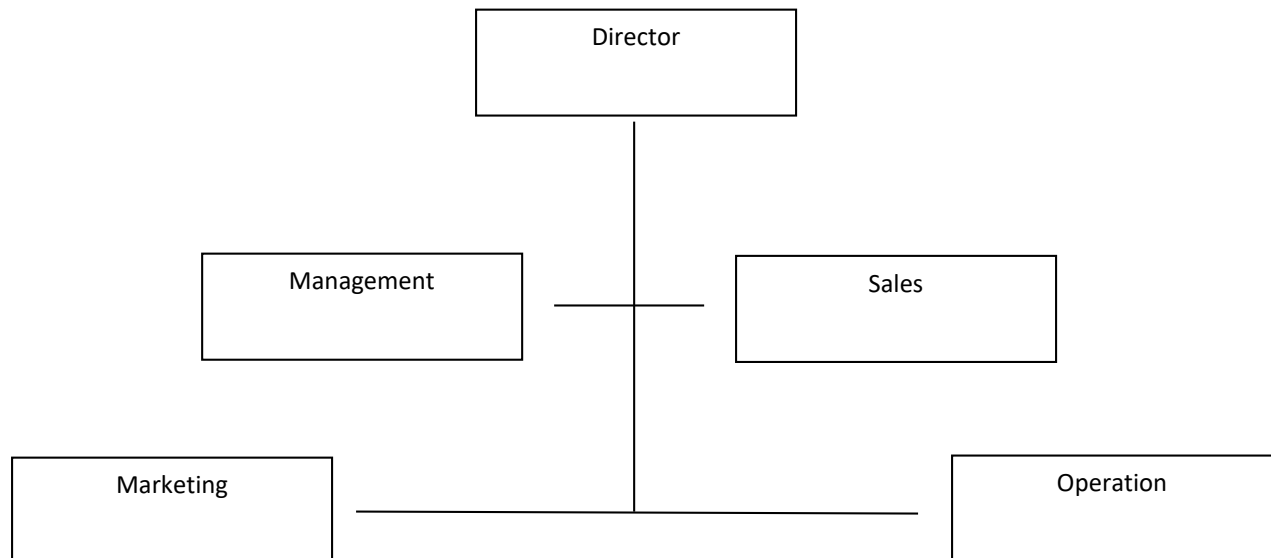
My Mug Malaysia is a company that located at Kuala Lumpur. This company mainly provide custom made mug and glass wares manufacturer in Malaysia that offer variety of products and logo customization. In this report, we study the background of company, organisational structure, products and services offered, and technology that are involved in this company. We also analyse some aspects of the company such as the strengths, weakness, opportunities and threats. In addition, we have recommended some alternative solutions for the major problems that is faced by the company. These alternatives can be practised by owner for the purpose of business progress.

2. COMPANY INFORMATION

2.1 BACKGROUND

My Mug Malaysia is one of mug manufacturer in Malaysia. It is located at No. 27, Jalan 12/32b, Tsi Business & Industrial Park, 52100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. My Mug Malaysia has over 10years experience in Malaysia. Along with the economic progress, they started to improve the quality of the product itself. This company provide good services along with reasonable prices.

2.2 ORGANIZATIONAL STRUCTURE



2.3 PRODUCTS/SERVICES

MyMugs Malaysia Is the leading supplier of ceramic mugs and accessories in Malaysia. Their promotional ceramic mugs and glasswares are available in many designs, sizes, and colors. Their extensive range of products with customized decorations will fit the retail needs whenever customers need.