



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**elianware**®  
*your smarter choice !*

## **Company Analysis**

# **EE- LIAN ENTERPRISE (M) SDN. BHD.**

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600) : CASE STUDY**

**FACULTY : FACULTY APPLIED SCIENCE**

**PROGRAMME : BACHELOR OF SCIENCE (HONS.) APPLIED CHEMISTRY**

**SEMESTER : 5**

**PROJECT TITLE : ELIANWARE 'S DISH RACK**

**NAME :NURDURRANI BINTI AZHAR**

**MATRIX NUMBER : 2019608366**

**CLASS : RAS2455C**

**LECTURER 'S NAME :DR. FARAH LINA BINTI AZIZAN**

## **ACKNOWLEDGEMENTS**

In the name of Allah, the Most Beneficent and Merciful, who provided me with the strength, patience, and inspiration to complete this case study report for the Fundamentals of Technology Entrepreneurship (ENT 600) subject. Upon completion of this case study written report, I would like to express my gratitude to many parties who assisted me in completing this assignment, either directly or indirectly.

A special thanks to my lecturer Dr. Farah Lina Binti Azizan for giving me abundance of advice, outstanding attitude, the guidance and patiently keep updating information from time to time on the changes of this subject during this COVID-19 outbreak. Furthermore, I would like to convey my thanks to EE – Lian Enterprise (M) SDN. BHD., which provide me the opportunity to choose this company as my project.

I also deeply thankful to my classmates and beloved family for their ongoing support, encouragement and helping me in finishing this case study assignment.

NURDURRANI BINTI AZHAR

## CONTENTS

ACKNOWLEDGEMENTS .....	2
LIST OF FIGURES .....	4
LIST OF TABLE .....	5
EXECUTIVE SUMMARY .....	6
1. INTRODUCTION .....	7
1.1 Background Of Study .....	7
1.2 Purpose Of Study .....	7
1.3 Problem Statements .....	7
2. Company Information .....	8
2.1 Company Background .....	8
2.2 Organizational Structure .....	10
2.3 Product / Services .....	10
2.4 Business , Marketing And Operational Strategy .....	13
2.4.1 Business .....	13
2.4.2 Marketing .....	13
2.4.3 Operational Strategy .....	13
3. COMPANY ANALYSIS .....	15
3.1 STRENGTH.....	16
3.2 WEAKNESS.....	16
3.3 OPPORTUNITY .....	17
3.4 THREAT.....	18
4. FINDINGS AND DISCUSSION .....	19
4.1 Findings.....	19
4.1.1 Issues/ Problem 1 : Forming Or Growing Of Mould ,Moss At Liner Of Dish Rack .....	19
4.1.2 Issues / Problem 2 : Some Manufacturing Of The Products Have Some Defects .....	20
4.2 DISCUSSION .....	21
4.2.1 Suggested Solution For Issues/Problem 1 .....	21
4.2.2 Suggested Solution For Issues / Problem 2.....	21
5. RECOMMENDATION AND IMPROVEMENTS .....	22
5.1 Major Problems.....	22
5.2 Alternative Solutions .....	22
6. CONCLUSION.....	24
7. REFERENCES .....	26
8. APPENDICES .....	27

## EXECUTIVE SUMMARY

EE- Lian Enterprise (M) Sdn. Bhd . is a local company that located at Penang , Malaysia . These company is complete household plastic ware solution provider specialising in the design, development, manufacturing and distribution of a wide range of quality and innovative plastic storage . In this company , we do some analysis to investigate , determine the problem that occur to their product which is dish rack .

The problem or issues that have in this product firstly is the forming of mould and moss on the surface liner of the dish rack . This happened cause by the water from dishes fall down to the liner and the water will fulfil on that liner . Then , if we let the liner in wet condition every time after cleaned the dishes for longer time it will form mould and moss . Mould and moss would risks our health such as asthma , allergy can make us feels not easy to breathe .Besides , some of manufacturing product produce have a defect will be some issues also . These defects come from the raw materials which not have high quality material . Then , it also come from the equipment and machines where did not having maintenance for long time . This issues will make the company will be loss of their profits .

Furthermore , to solve these problems from being happened again, the company should think good strategies to settle the problems . The solution for first problem is by placed or create a thin layer of surface that contain anhydrous calcium chloride in that layer . It used to absorb water , particle or water and water vapour also . So , it make our surface liner of dish rack always dried and cleaned from any mould and moss . The second solution is by doing an inspection to all the raw materials , equipment and machines before starting the system to produce the product . The company should do this way to prevent from loss to the company and their customer also can decrease . As a conclusion , we conclude that the company should provide the best strategies to overcome the problem from to being serious such as this two solution . Therefore , the company will stand longer and stable .

## 2.2 Organizational Structure

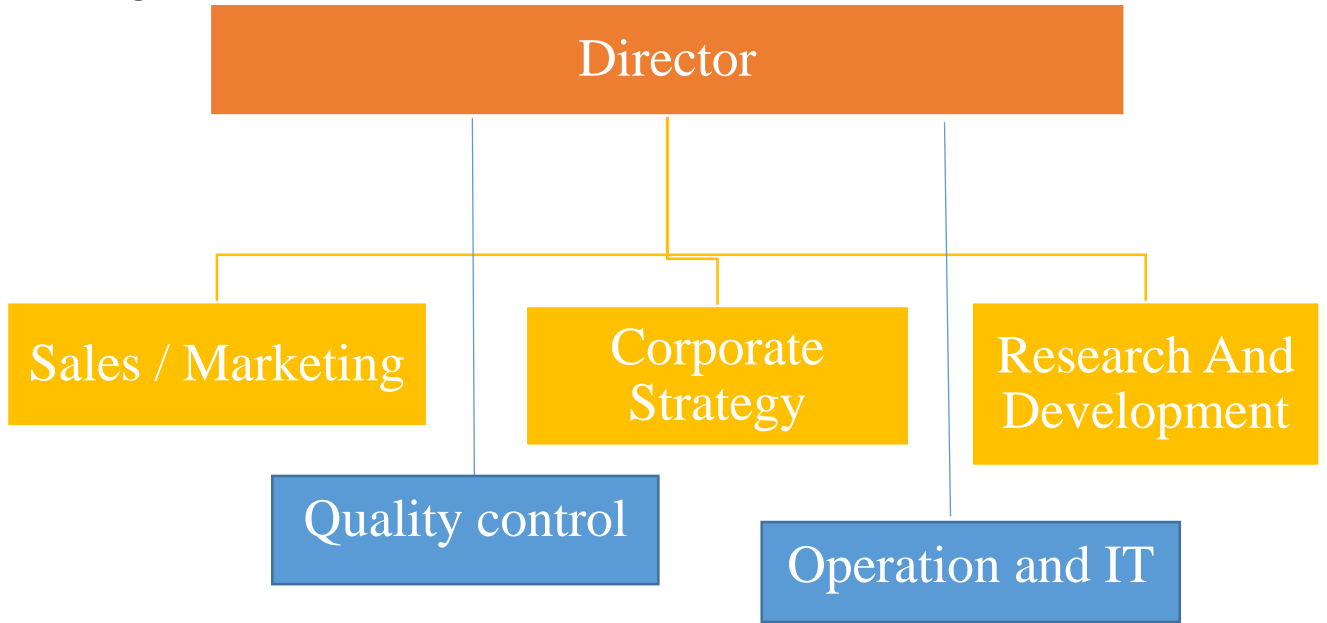



FIGURE 2.3 Organizations Chart

## 2.3 Product / Services

Table 2.1 Product / service provided by EE-Lian Enterprise Sdn. Bhd

Type of product/ service	Classification of product/ service	Description
Manufacturing Houseware products 	<ul style="list-style-type: none"> <li>• Basket container</li> <li>• Food keeper</li> <li>• Cabinet</li> <li>• Bath and laundry ware</li> <li>• Candy storage and canister</li> <li>• Bottles</li> <li>• Tableware</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• We offer a wide range of housewares to our customers and end-consumers. We believe one of our competitive strengths is our capability and capacity to design, develop, produce, introduce and commercialise a comprehensive range of</li> </ul>