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TABLE OF CONTENTS

TITLE	PAGE
ACKNOWLEDGEMENTS	1
TABLE OF CONTENTS	2
LIST OF FIGURES	4
LIST OF TABLES	5
EXECUTIVE SUMMARY	6
1.0 INTRODUCTION	7
1.1 Background of the Study	7
1.2 Problem Statement	8
1.3 Purpose of the Study	8
2.0 COMPANY INFORMATION	9
2.1 Background	9
2.2 Organizational Structure	10
2.3 Product/Services	11
2.4 Technology	12
2.5 Business, Marketing, Operational Strategy	14
2.5.1 Marketing Strategy	14
2.5.2 Operational Strategy	16
2.6 Financial Achievements	17
3.0 COMPANY ANALYSIS	18
3.1 Strengths, Weaknesses, Opportunities and Threats (SWOT)	18
4.0 FINDINGS AND DISCUSSION	19
4.1 Findings	19
4.1.1 Problem 1: Harmful to the environment	19
4.1.2 Problem 2: UV degradation	19

4.1.3 Problem 3: Tearable fabric of the bags	19
4.2 Discussion (Alternate Solutions)	20
4.2.1 Solution 1: Reuse and recycle FIBC bags	20
4.2.2 Solution 2: Use UV stabilizer as an additive	20
4.2.3 Solution 3: Specialized weaving	20
5.0 CONCLUSION	21
6.0 RECOMMENDATIONS AND IMPROVEMENT	22
7.0 REFERENCES	23
8.0 APPENDICES	24
Appendix A - Extrusion	24
Appendix B - Weaving	25
Appendix C - Webbing	26
Appendix D - Helper/Cutting	27
Appendix E - Quality Assurance	28

EXECUTIVE SUMMARY

For this case study, the company that I chose to do a research is SUJPlas Sdn. Bhd. currently based in Kemaman, Terengganu. SUJPlas is a company that is focusing its business in manufacturing activities as an Integrated Bag Manufacturer. It is one of the leading manufacturers of Flexible Intermediate Bulk Container (FIBC), Polypropylene Woven Bags in East Coast of Malaysia. SUJPLAS Sdn Bhd is one of the major suppliers of FIBC, PP Woven Bags to Oil and Gas Company in Malaysia for a wide range of industrial companies.

To carry out this report, firstly I have collected all the general information of the company that I gathered through the primary and secondary sources. During completing this case study, we worked on the background, organizational structure, products and services that SUJPlas provides. Next, I study about the technology used in producing FIBC, PP Woven Bags. Besides the technology, I also explained briefly on the company's business, marketing and operational strategy in this report. I analyzed what problems that the company faced and we recommend the most suitable and applicable solutions to be implemented.

In this case study, I analyzed the strength, weakness, opportunities and threat of this company in the real business world by using the SWOT analysis. By SWOT analysis, I also able to identify what it's doing right and what needs to change in the organization. It helps organizations build a strategic plan to meet goals, improve operations and keep the business relevant.

2.4 Product/Services

SUJPlas' main highlight is the Flexible Intermediate Bulk Container (FIBC). FIBC, or is also called as Jumbo Bags or One Tonne Bags; is produced as per customers' custom modifications. The bags are generally used to store and transport commodities ranging from 500kg to 1000kg. These bags come in wide range; the customers can opt for with or without lamination and with or without inner liner. The bags are also designed with spouts for filling and discharging. It is provided with additional reinforcement through strong woven materials, belts and rope to wind stand the weight and handling. The bags are used in a wide variety of industries ranging from petrochemicals, cement, mining and agricultural products. Some of their products include Bulk Liner, Shrink Wrap, Stretch Wrap, Cargo Sling, Laminated and Non-Laminated PP Woven Fabric.

The high quality of finished products is supported by prime virgin grade of raw materials Polypropylene and Polyethylene of different density and grade hence support the high quality of finished product. The fabric contains UV stabilized polypropylene woven tubular cloth. The fabric yarn is constantly tested to ensure the desired strength is obtained at all times. The main raw material is Polypropylene (PP) which comprises 97% in composition. PP is chosen due to its high tensile strength which makes it suitable for plastic processing. The other raw materials used are Calcium Carbonate (CC), Masterbatch (MB) and Ultraviolet (UV) comprises 1% each and act as additives to the mixture. Calcium carbonate is responsible to overall improve the final product while keeping the production cost at minimum. Masterbatch is used for coloring plastic in white and beige color including imparting other properties to the plastic. Ultraviolet (UV) inhibitor is an additive that is added to the resin during the extrusion process which assists in protecting the bulk bag from harmful effects of UV rays, thereby protecting it from degrading and becoming unstable.