



اَوْنِيُوْزْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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## COMPANY ANALYSIS

GS PAPERBOARD & PACKAGING GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY: FACULTY OF APPLIED SCIENCES

PROGRAMME: APPLIED CHEMISTRY

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## **EXECUTIVE SUMMARY**

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Perlis, it is a part of study for everyone to undergo a case study project. So, for this purpose, the opportunity to research a company which manufactured the same product that we want to develop, which is GS Paperboard and Packaging, currently based in Malaysia and they operate as a subsidiary of Oji Holdings Corporation the Asia's biggest and the world's fourth largest pulp and paper company. In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products and services that GS Paperboard and Packaging provides.

Next, the study about the technology of GS Paperboard and Packaging, which is basically a normal technology used by most of the factory, as well as business, marketing and its operational strategy used by the company to promote their products which we find quite interesting. The products were offered by the company are recycling, packaging division and paper division. The major problems that need to take action is their marketing strategy and their operated machine in the factory.

Lastly, the research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management. Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management. In this case study, the strength, weaknesses, opportunities and threats of this company were analysed in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and to fulfil their needs, making it as our innovation maybe to be continued in new Product Development task.

### 2.3 About products/services

GS paperboard and packaging offers and manufactures integrated paper and packaging products throughout Malaysia. The Company produces recycled test liner, corrugated medium paper, recycled packaging, and other recycled materials. With the lead of Oji Holdings, the Oji Group, lead by Mr Tan Dilun of which Oji Paper is a part, operates in diverse fields such as industrial products used in automobiles and electronic devices, the resource environment business aiming at the effective use of resources and products closely related to social life such as paper, tissue, diapers, and packaging. Initially, they only provide the process of recycling only, but over time, in order to follow up on the trend and customer satisfaction, they started to provide a packaging division products and paper division products. Their corrugated board is an extremely flexible packaging material that can allow them to provide innovative carton boxes and accommodate a wide range of printing options to fully support our customers' packaging, marketing and sales requirements (figure 2.2), their paper division (figure 2.3) has committed and demonstrated that wastepaper can be recycled to produce high quality paper products that meet the international standards. Customers all around Malaysia can also purchase their products and the speciality of their services and products is by using the papers that was thrown away and turning them into something new.

### 2.4 Business, Technology, Marketing, Operational/Production/Financial

In order to reach the business goals and vision set up by the company, few strategies were carried out. The business strategy that can be seen is that the location chosen to set up their shop was quite a strategy. They currently have one outlet for paper division which is at Banting, Selangor (Figure 2.4). Other than that GSPP have three outlet for the packaging division at Banting & Klang, Selangor (Figure 2.5), and Sungai Bakap Penang (Figure 2.6).

As GS paperboard and packaging business expanded, they started to buckle up their machine and instrument for their recycling process. Almost all GSPP products are made of 100% recycled wastepaper sourced from the trades, offices, shops and homes by our Wastepaper Collection Centres all over Malaysia. Recovered paper is a vital raw material for paper production. These are some of the recyclable materials for paper production such as old corrugated cartons, scrap trimming, mixed colour, black and white, and pure white papers (figure 2.7).