



COMPANY ANALYSIS

Hills Ltd

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

SEMESTER : 6

PROJECT TITLE : SMART ROOF FOR CLOTHESLINE SYSTEM

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EXECUTIVE SUMMARY

As a part of our case study, we got the opportunity to research the clothesline manufacturing company, Hills Ltd. To achieve the objective of our research, I have researched the company from the internet, such as websites, journals, and others. In the first part of the project report, we can collect general information about the company, such as the background of the company, technology used, and different kinds of products that the company manufactured. In the second part of the project report, by doing the SWOT analysis, we able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology system solution that can be implemented in the company to cope with the current issues that opposed by the company. The strategy and planning to improve the existing product are essential in business development growth. Besides, the problem finding from the company is by the SWOT analysis and how we come out with the solution to handle the issues.

2.2 Organizational Structure

Executives	Board Members
<small>NAME/TITLE</small>	<small>NAME/COMPANY</small>
David John Joseph Lenz CEO/Mng Dir	Jennifer Helen Hill-Ling
Natalie Scot Chief Financial Officer	David Chambers
David Fox Secretary/General Counsel	David John Joseph Lenz Hills Ltd

Figure 1: Organizational of the company

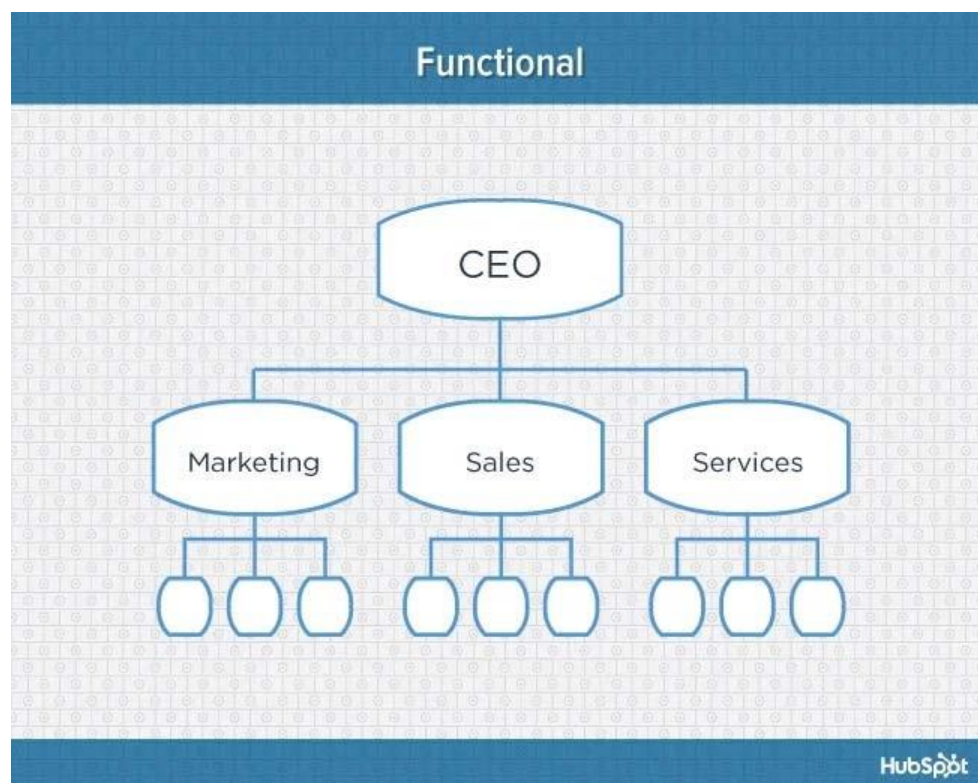


Figure 2 : Organizational Structure

2.3 Product/Services

1) Clothesline

The first product that has been innovated by this company was a clothesline named Hills Hoist, the classic Australian Dream with a house on a quarter-acre lot with a big backyard. Lance Hill designed and built a rotary clothesline from some old pipe in 1945. The line could also be hoisted up to catch breezes after being loaded with wet laundry. After overhearing some neighbors talking about