



COMPANY ANALYSIS
POS MALAYSIA BERHAD: POSLAJU

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

**FACULTY & PROGRAMME: COMPUTER & MATHEMATICAL SCIENCES
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**PROJECT TITLE : CASE STUDY OF POS LAJU BY POS MALAYSIA
BERHAD**

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ACKNOWLEDGMENT

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Then, I thank you to all my friends who had helped and shared ideas with me. Also thank you for all the supports and advices given. Lastly, thank you to my parent who had continually prayed well for me and giving their time to listen to my problems.

Thanks to all individuals or units that had involved in completing this case study. I hope this case study report is complete and can be receive. Hoped my effort was worthwhile.

EXECUTIVE SUMMARY

This is an approach to solve how ideas can be put into effect. Everyone at UiTM Perlis is required to complete a case study project as part of their studies. So, for this reason, I had the opportunity to study Pos Malaysia Berhad, a company that provides courier and logistic services in Malaysia. The company's general information was gathered in the first section of the project report. Main and secondary sources are both used to collect information. The advanced topic analysis is found in the second section of the article. The project's goal is to improve the context, organisational structure, goods, and services provided by Pos Laju Malaysia.

Following that, an analysis of Pos Laju Malaysia's technology, which is essentially standard technology used by the company nowadays, as well as the company's industry, marketing, and operational strategy for promoting its products, which I find very interesting. Finally, a study of the company's financial successes was conducted to determine how they handle their finances and the results they produce by financial management. The objectives define what a business unit wishes to accomplish. A strategy is a course of action for achieving a set of objectives. Every company must devise a plan for achieving its objectives, which includes a marketing strategy as well as successful management.

In this case study, I used SWOT analysis to examine the company's strengths, limitations, opportunities, and challenges in the real world. As a result, I had analysed and found a way to solve and fulfil the needs of this company's current customers in order to improve their services.

TABLE OF CONTENT

ACKNOWLEDGMENT	i
LIST OF FIGURE	ii
LIST OF TABLE	iii
EXECUTIVE SUMMARY	iv
1.0 INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	1
1.3 Purpose of the Study	3
2.0 COMPANY INFORMATION	4
2.1 Background	4
2.2 Organizational Structure	5
2.3 Products and Services	5
2.4 Technology	7
2.5 Business, Marketing and Operational Strategy	8
3.0 COMPANY ANALYSIS	10
3.1 SWOT analysis	10
4.0 FINDINGS AND DISCUSSION	13
5.0 RECOMMENDATION AND IMPROVEMENT	14
6.0 CONCLUSION	16
7.0 REFERENCES	17

2.2 Organizational Structure

Figure below show the organizational structure in Pos Malaysia Berhad started with the Board of Director (BOD)

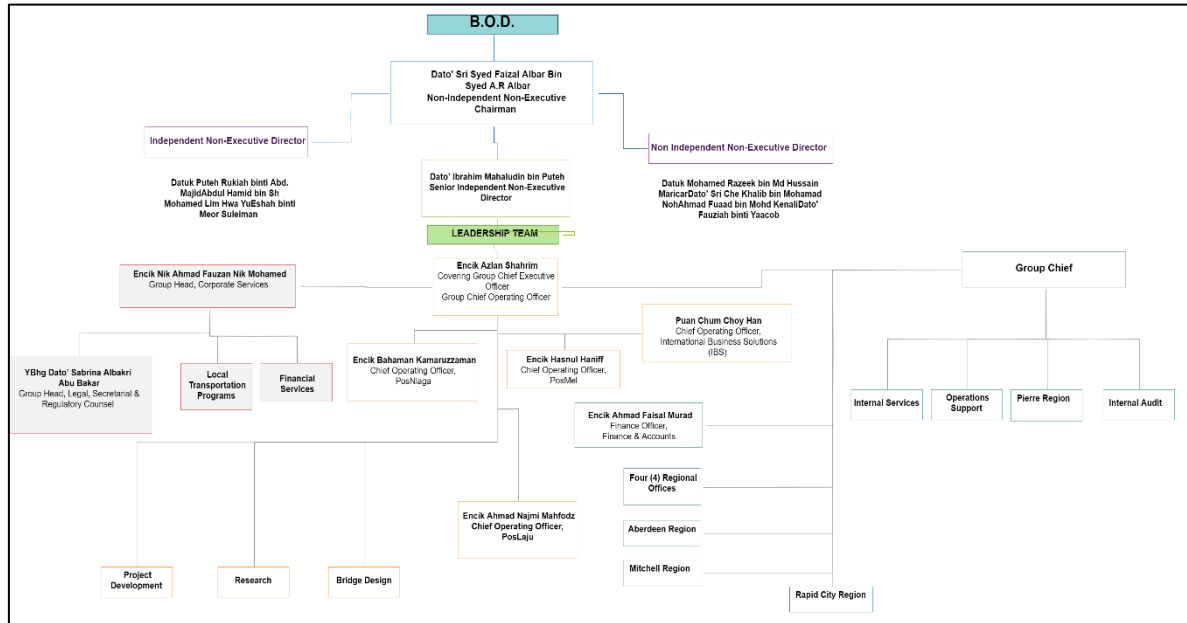


Figure 3 Organization Hierarchy (Pos.com 2021)

2.3 Products and Services

Pos Malaysia Berhad well known as the largest postal company in Malaysia. Multi-services such as postal and related services, transportation logistics, printing and insertion, counter collection, and payment agency services are all provided by Pos Malaysia for a variety of financial transactions such as bill payments, remittance, insurance, and unit trusts. Pos Malaysia's core services have been restructured into three Strategic Business Units: postal, courier, and retail.

Basic postal services for corporate and individual clients, as well as personalized solutions such as mailroom management and direct mail, are all included in mail and Mel Rakyat is one of the units that handle the service. Courier services such as Pos Express provide shipping to both national and foreign destinations by sea, air, and ground. Over-the-counter services for bill payment and some financial goods and services are included in retail. For retails service, customer can make their payment such as PTPTN loan and renew their road tax. They also offered insurance for certain