



COMPANY ANALYSIS

STEEL RECON INDUSTRIES SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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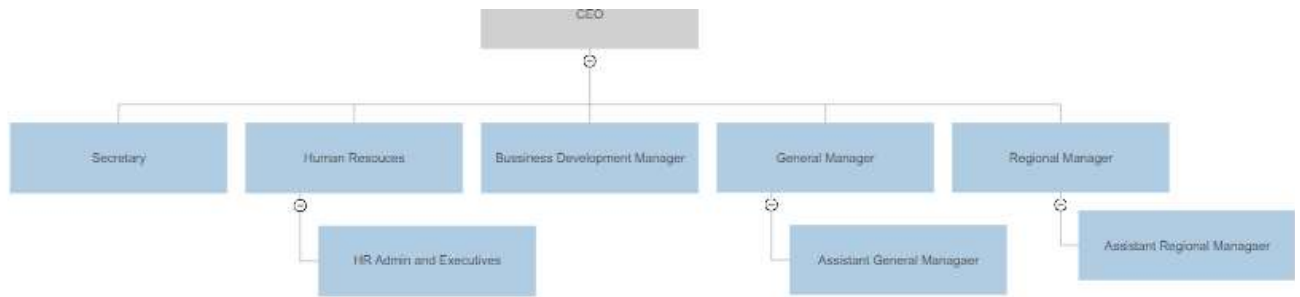
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EXECUTIVE SUMMARY

Smoke detectors will alert you to a fire even if you are sleeping, distracted, or in another part of the house than where the fire is. When you are awake, they give you extra alert time, and if you are sleeping, they will wake you up. Many people believe that if there is a fire in their house, they can smell smoke and wake up, but this is not true. Many fires emit odorless gasses that are highly poisonous. Sleeping people can be overwhelmed by these gasses without ever waking up. Smoke detectors include life-saving alerts, allowing you to escape before being trapped by fire or smoke. Smoke alarms, also known as smoke detectors, operate by continuously scanning the air for signs of gasses and smoke particles created by a fire.

2.2 Organizational Structure



2.3 Product and Services

The products and services offered by the company are based on fire equipments such as fire extinguishers, hose reel systems, wet and dry riser systems and cabinets. The equipments also can be purchased by their website. The products sell were dry powder fire extinguisher, fire blankets, smoke detector and home guard package which consists of all the products. Their projects involve all around Malaysia such as KL International Airport, Sepang International Circuit and KL Sentral Railway Station. They also provided services internationally such as Allianz Arena in Munich, Shangri-la Hotel in Hong Kong, Nghi Son Refinery, Disneyland, Sydney Olympic Stadium, Darling Harbour in Sydney, Taiwan Semiconductor MC, Commerzbank in Luxemborg, Las Vegas Casino in Macau, BOSCH Manufacturing Plant in Vietnam, Sengkang Combined Cycle Powerplant in Indonesia and Dusseldorf Airport.

2.4 Business, marketing and operational strategy

Steel Recon Industries was founded in 1974. In the early 1970s, Dato' Ong Yow Siang began his career in equipment sales and later decided to start his own contracting business to recondition fire-fighting equipment. The venture naturally branched out into a manufacturing sector in 1974, as Ong wanted to ensure that the enterprise was financially viable. SRI was one of the first few local manufacturers of firefighting equipment. The company began by manufacturing basic items such as valves, hose reels, and fire extinguishers. However,