



NIKOREX™
SINCE 1994

COMPANY ANALYSIS

NIKOREX COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

This is an effort to make some use of the hypotheses. As a student in UiTM Perlis, Arau branch, it is a part of study for everyone to undergo a case study project. In the beginning of the study, many of the company's specific data has been obtained. Most of the information is gathered through the primary and secondary source as well. For this purpose, I had the chance to do extensive research on a company, which I am interested in developing my own project for NIKOREX company. This company is currently based in Masai, Johor where it has eleven outlets in Malaysia and one in Singapore.

This section presents the detailed research of the specialist. Objective of the project is to work on the background, organizational structure, products and services that NIKOREX provides. Currently, the CEO of the company is Mr Desmond Teo. He was also assisted by director of operation, Chua Lily and senior business development executive, Haziq Ezwan. The NIKOREX has provides various product for the customer needs and has over 100 type daily necessities.

In addition, I was studied about the technology of NIKOREX product, as well as the marketing, business and its operational strategy used by the company to promote their products which we find quite interesting. Business company and marketing strategies of NIKOREX are all permit offered across the globe, online shopping and social media.

To Conclude, I have analysed and find the solution to overcome and to fulfil their needs and making it as my innovation to be continued in new Product Development task. All the solutions I have discuss it in the finding and discussion segment. In addition, I aim to enhance the satisfaction of customer when use the trolley and at the same time, increase sale for the company. The company also will be popular across the globe because of the innovation

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2.3 Product and Service

NIKOREX is a big company where provide with more than 100 various products. They have been produced their product since 1994 until now. They are specialized in designing and manufacturing high quality display fixtures by different technologies and materials. The products that they produce are over 100 types. The products are about for large scale use for the example for supermarket and mall. They produce product such as heavy-duty rack, shopping trolley and basket, material handling equipment, netting rack and many more for large scale use. They also produce product for home furnishings such as mirror, hanger, tools box and others. In addition, office furniture also they can produce. This is because they are a big company which have established since 1994 and has outlet across the globe which is in Singapore. All this product is selling with bulking orders because they are supplier for the retail seller and produce request from customer which have pass the minimum order. Furthermore, NIKOREX also provide service rental for their product which is only two products by now available for rental which are t-rack and net rack. Figure 2.4 shows the product list of NIKOREX supply and provide for their customers.

SUPERMARKET GONDOLA >	CASH REGISTER	SLATWALL ACCESSORIES	BASKET SERIES
JAPANESE RACK >	CCTV & ANTI-THEFT DEVICES >	WALL MOUNTED ACCESSORIES	BROOM AND UMBRELLA RACKS
CHILLER AND FREEZER	OFFICE EQUIPMENT >	PEGBOARD ACCESSORIES >	CHROMED WAVE RACKS
SHOPPING TROLLEY & BASKETS >	OFFICE FURNITURES	S HOOKS & CURTAIN HOOKS	MAGAZINE & NEWSPAPER RACKS
CASHIER COUNTERS	PASAR MALAM EQUIPMENTS >	WHEELS / CASTORS	SOUVENIR / GIFT PAPER RACKS
FRUIT & VEGE RACKS >	WOODEN DOLLS	SALE ITEMS	SHOES DISPLAYS
WAREHOUSE RACKS >	NETTING ACCESSORIES	PRODUCT FOR RENT	SUNGLASSES RACKS
MATERIAL HANDLING EQUIPMENTS >	SQUARE AND ROUND BAR ACCESSORIES	RECOND PRODUCTS >	CANDY & CAKE RACKS
NETTING RACKS	AA UPRIGHT ACCESSORIES	CUSTOM MADE >	OFFER BIN & WAGONS
	SLATWALL ACCESSORIES	OTHERS	GLASS SHOWCASES >

Figure 2 Type of Product at Nikorex Company