



اَوْنُوْرَسِيْتِيْ بِاَرَسِيْكُوْ لُوْ كِيْ بِاَرَسِيْ
UNIVERSITI
TEKNOLOGI
MARA

KinouWell

COMPANY ANALYSIS

GUANGZHOU KINOUELL TECHNOLOGY CO, LTD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600)	: CASE STUDY
FACULTY & PROGRAMME	: FSKM/CS240
SEMESTER	: 6
PROJECT TITLE	: K3 TEMPERATURE SCANNER
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ACKNOWLEDGEMENT

Firstly, I found various information while preparing this case study which helped me understanding the real world. I am grateful that I was able to complete this case study and learn many things. Preparing this case study was a tremendous learning experience for me, and I instilled many personal qualities such as responsibility, punctuality, confidence, and others during this process.

I would like to thank my lecturer, Dr. Syamilah Anuar, who always cleared my doubts regarding this course, as well as my parents, who also played an important role in the completion of my case study. Once again, I would like to thank my classmates and friends for their encouragement and assistance in making this case study successful. All of these people owe me a debt of gratitude. It was only because I could finish my case study and make it a positive and enjoyable experience. I hope they continue to do so in the future.

EXECUTIVE SUMMARY

This case study consists of 8 subtopics: an introduction, company information, SWOT analysis, findings, recommendation and improvement, conclusion, references, and appendices. As we know, Gongzhuo Kinouwell Technology is one of the largest manufacturing companies that developed a lot of products, such as car parking lock, wheel clamp, lora parking sensor, parking disc, parking meter, smart lock, automatic soap dispenser, manual soap dispenser, temperature sanitizing kiosk, and finally, temperature detection product.

This case study will use SWOT analysis as a strategic planning technique to analyze this company's product. According to the report, the company's current position does not bode well for the future. The major areas of weakness necessitate further investigation and corrective action on the part of the company. This case study will also reveal recommendations. To summarize what has already been stated, this case study investigates the fact that the analysis conducted has limitations.

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2.2 Organizational Structure

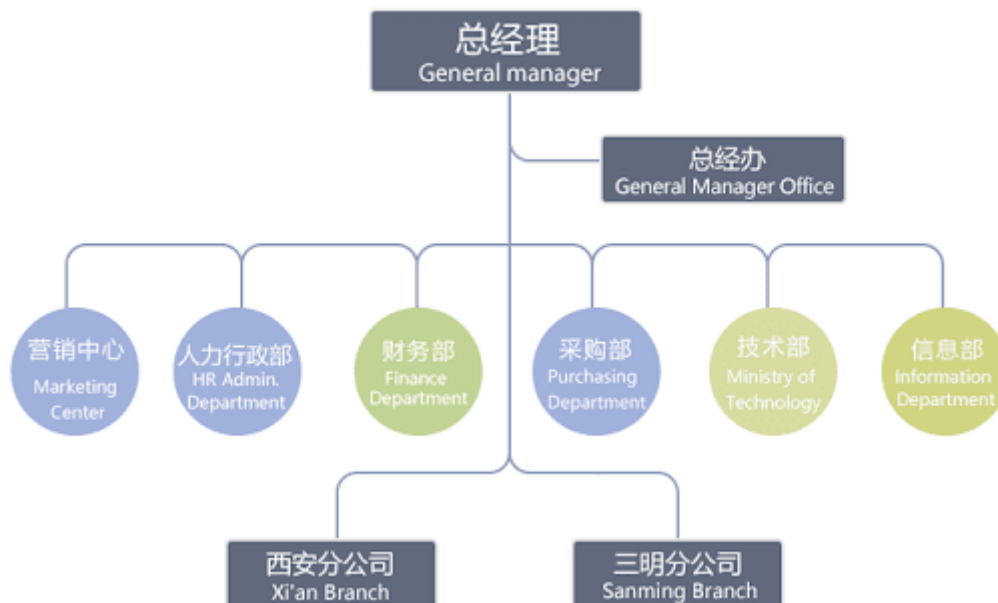


Figure 1: Organizational Structure

Guangzhou Kinouwell Technology company also has its professional team, engineering technology team, and quality control team to provide one-stop services ranging from product design to prototype production, mould processing, oil-jet screen printing, production assembly, packaging, and shipping. All products have undergone rigorous testing to ensure product quality.

2.3 Product or Services

Guangzhou Kinouwell Technology company operates in accordance with modern enterprise system standardisation and fully implements the ISO9001: 2000 quality management system certification. All products have been thoroughly tested, and the production and quality of each process are strictly controlled by themselves. The company also has a diverse product line and strong technical capabilities. The products are sold throughout the country, both inside and outside of the country and have become the designated strategic partner of well-known domestic and international businesses.