



COMPANY ANALYSIS

Taurus Brown Research Sdn. Bhd.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING & SURVEYING
BACHELOR OF SURVEYING SCIENCE AND GEOMATICS
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SEMESTER : 8

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EXECUTIVE SUMMARY

The case study is to practice back the theories to be applied to a real practical situation. Taurus Brown Research Sdn Bhd, is one of leading companies in Malaysia in developing new invented desks and chairs for any purpose. I did have the opportunity to research this company and one of the focused products is Smart Desk.

The problem regarding their product is the materials that were used on producing the Smart Desk. The desk itself is weighthy and hard to shift from one place to others. Besides, it may fall on users if they make a wrong movement when shifting the desks. Another major problem is the compartment of the desk. The desks are not available with a lot of compartments. The problems arise when users cannot keep other things on the drawer and must put it on the desks. It irritates the user when using the desks because other items on desks may disturb their concentration when using the computers or working.

There are few solutions regarding the problems which are by doing the innovations on the desks itself. The design of the desks need to be improved with adding a few fresh ideas to make the desks become more comfortable to be used with adding a few compartments on it. Besides, the materials need to be evaluated more carefully in order to make the desk itself light and movable. The solutions will give a new spark on the desks and will enhance the profit from the buyers.

In the first part of the case study report, I was able to collect general information of the company such as the background of the company, technology used and different kinds of products that were invented by the company.

In the second part of the project report, by doing the SWOT analysis, I was able to focus on the strength, weakness, opportunities and threats of this company and figure out a better solution such as technology that can be implemented in the product to cope with the issues that faced by the company. The strategy and planning to improve the existing product are vital in business development growth.

2.5 Products/Services

EVIS has a lot of product range from ergonomic desks until the accessories. The goods range covered are from:

- Smart Desks
 - Smart Desk – South American Walnut
 - Smart Desk – Walnut
 - Smart Desk – Graphite
 - Smart Desk – White
 - Smart Desk – Oreo
 - Smart Desk – L Shape
- Seating
 - Ergonovis
 - ErgoPro
 - Bizio Series Chair
- Accessories
 - Ergonomic Desk Converter
 - Single Arm – Gas Strut Monitor Desktop Arm Desk Mount
 - Dual Arm - Gas Strut Monitor Desktop Arm Desk Mount
 - EVIS Flexor
 - Laptop Holder Bracket Add-On Kit
 - Computer Case Holder With 360-Degree Swivel
 - EVIS Anti-Fatigue Mat
 - EVIS Ergonomic Footrest
 - RGB Desypad
 - EVIS Foot Hammock
 - Snack Cable