



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
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COMPANY ANALYSIS MR. DIY

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY
SEMESTER : 4

PROJECT TITLE : WOOD KING OF WORLD LAPTOP TABLE

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ACKNOWLEDGEMENT

First of all, in the name of Allah S.W.T, The Most Gracious, The merciful. Alhamdulillah, I am grateful to Almighty Allah S.W.T for giving me strength to complete the research of this case study successfully.

I would like to express my special thanks of gratitude to my lecturer Dr Shafiq Shahrudin , our lecturer in Technology Entrepreneurship (ENT600) subject, for providing us guidance and support in completing this report and helped me in doing a lot of research where I came to know about so many new things.

Lastly, I would also like to thank my friends for the cooperation and encouragement in finishing this within the limited time. I am making this report not only for marks but to also increase my knowledge.

TABLE OF CONTENT

	PAGE
TITLE PAGE	1
ACKNOWLEDGEMENT	2
LIST OF FIGURES	4
LIST OF TABLES	5
EXECUTIVE SUMMARY	6
1. INTRODUCTION	
1.1 Background Of The Study	7
1.2 Problem Statement	8
1.3 Purpose of the Study	8
2. COMPANY INFORMATION	
2.1 Company Background	9
2.2 Organizational Structure	11
2.3 Products/Services	12
2.4 Business, Marketing, Operational Strategy	13
3. COMPANY ANALYSIS	
3.1 SWOT analysis	18
4. FINDINGS AND DISCUSSION	
4.1 Findings	21
4.2 Discussion	22
5. RECOMMENDATION AND IMPROVEMENT	24
6. CONCLUSION	26
7. REFERENCES	27
8. APPENDICES	28

EXECUTIVE SUMMARY

MR. DIY is a company from Malaysia that first opened one store on Jalan Tuanku Abdul Rahman in July 2005 and has now grown to become the largest home improvement retailer in the region with stores across Malaysia. This company is operating an innovative business that is flexible when it comes to a wide range of product variety, good quality and value-for-money prices; holding true to MR. D.I.Y. company motto which is “ALWAYS LOW PRICES”. In this company analysis, it is focusing on laptop desk invention known as Wood King of World Laptop Table.


The first problem is unattractive design. As we know, well-designed products play an important role in the success of a business because effective use of design gives customers a reason for buying from you and not from your competitors. The laptop desk of MR.DIY is made of wood which and comes in only one type of colour which is wood colour. Hence, to make it become attractive, aesthetic elements should be added. This includes colour, shape, pattern, balance, and visual weight. As for the next problem, the laptop desk has inconvenient design. The laptop desk is too plain and do not have any fun features added. As we know, designers must ensure that the product they design suits the convenience of customers for use and has to be in a way that they can be used in all conditions. Since the MR.DIY laptop desk is lack of features and functions, it may affect customers from buying the desk. The last problem is, not suitable for bed desk. The MR. DIY laptop desk is not stable for bed because it is not in T-shaped legs, does not have auto-lock buttons which provide stability and the height of the desk also not adjustable. Hence, the customer cannot adjust work surface angle for comfortable viewing.

Aside from that, there are a few solutions proposed to these matters. First, adding variations to laptop desk such as size and colour. This is because, using colour psychology in marketing has been a tried-and-true method of choosing colours for a brand, and is a common practice of professional marketers today. Secondly, adding extra fun features and convenience storage drawer. By adding extra fun features such as tablet/phone holder, pen holder, or cup holder., it will become more convenient to be used as bed tray. In fact, it becomes the great balance for relaxing and productivity. Lastly, changing into T-shaped legs and two adjustable clamps of laptop desk and using PVC leather laptop surface. This is focusing to provide stability and the PVC leather laptop surface can make laptop traction and also prevents other little things slide off from the desk.

2.3 Product/ Services

MR. DIY offer more than 16,600 variety of products with something for everyone. With ten categories — Hardware, Household, Electrical, Car Accessories, Furnishing, Stationery & Sports, Toys, Gifts, Computer & Mobile Accessories and Jewellery & Cosmetics.

- WORLD KING of world laptop table

Type of laptop desk	Classification	Description
	<p>Product Code: 9066005-001001</p> <p>Colour : Wood</p> <p>Length : 50 cm</p> <p>Width : 32 cm</p> <p>Material: Wood</p>	<p>This laptop table does not only work as a laptop table, but it can be used for outdoor and indoor activities like study table or for picnic ventures. This table is made of wood which is much more sturdier than the plastic ones and comes in wood colour</p>