



# COMPANY ANALYSIS

## BRILLIANT'S DREAM SDN. BHD.

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY** : FACULTY OF APPLIED SCIENCE  
**PROGRAMME** : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY  
**SEMESTER** : 4  
**PROJECT TITLE** : PORTABLE FAN  
**NAME** : ABDULLAH SYAHMI BIN AWANG

**LECTURER** : DR. SHAFIQ SHAHRUDDIN

## **ACKNOWLEDGEMENT**

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 the strength to complete the research of this case study successfully.

I would like to express our gratitude to Dr Syafiq Shahrudin, our kind lecturer in Technology Entrepreneurship (ENT600) subject for teaching, commenting and leading us on how to complete this report. Without him valuable technical supports and advice, I am not able to complete this project.

This case study cannot be completed without suggestion and full support from my family members and my friends that also helping me in finishing this case study assignment.

## TABLE OF CONTENT

	PAGE
<b>TITLE PAGE</b>	1
<b>ACKNOWLEDGEMENT</b>	2
<b>LIST OF FIGURES</b>	4
<b>LIST OF TABLES</b>	6
<b>EXECUTIVE SUMMARY</b>	
<b>1. INTRODUCTION</b>	
1.1 Background Of The Study	7
1.2 Problem Statement	7
1.3 Purpose Of The Study	7
<b>2. COMPANY INFORMATION</b>	
2.1 Company Background	8
2.2 Organizational Structure	9
2.3 Products/Services	9-10
2.4 Business, Marketing, Operational Strategy	
2.4.1 Business Strategy	11
2.4.2 Marketing Strategy	11
2.4.3 Operational Strategy	11
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT analysis	12
<b>4. FINDINGS AND DISCUSSION</b>	
4.1 Findings	13
4.2 Discussion	14
<b>5. RECOMMENDATION AND IMPROVEMENT</b>	14
<b>6. CONCLUSION</b>	15
<b>7. REFERENCES</b>	15
<b>8. APPENDICES</b>	16-17

## **EXECUTIVE SUMMARY**

This project is an attempt how to make sure that the portable fan can be more stronger and safe to use. As a student in UiTM Arau, it is a part of a study for everyone to undergo a case study project. So, for this purpose I got the oppurtunity to research a company which manufactured the product that I want to develop which is Global Pro company that develops the portable fan, currently based in Malaysia.

The first problem regarding their product is not safe for children. I also check the others deficiency on this product.

In this part of project also, by doing the SWOT analysis, I able to distinguish the strength, weakness, opportunities and threats of this company and figure out a better technology or innovation system solution that can be implemented in the company to cope the current issues that opposed by the company.

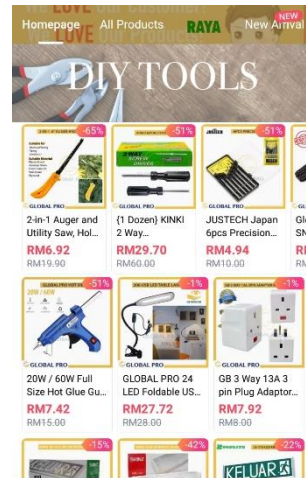
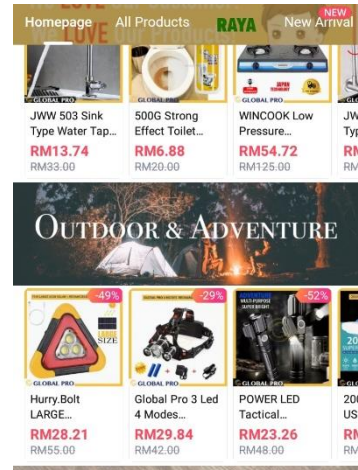
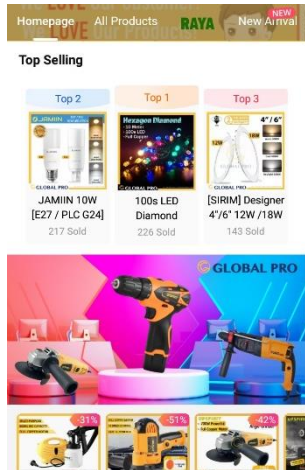


Figure 2.3: Product Sells

## 2.2 Organizational Structure

Organizational structure not provided on the website and online platform.

## 2.3 Products/Services

Global Pro company is the company that make many unique products and things that useable in daily life. Here is some example of their products:



- Machine  
The wall and wood drill & others that use battery or wires