



**HIKROBOT**

COMPANY ANALYSIS

*H*Angzhou Hikrobot Technology Co., Ltd. (Hikrobot)

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF APPLIED SCIENCES

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY

SEMESTER : 4

PROJECT TITLE : THE AUTONOMOUS SORTING ROBOT (AMRs)

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## **ACKNOWLEDGEMENT**

Most of all, to our Almighty Allah SWT ,for giving His endless blessings knowledge and strength to make this written report possible.

I have taken efforts in this project . However, I would like to express a deep sense of thanks and gratitude to my project guide Dr. Shafiq Shahrudin as well as our lecturer in Technology Entrepreneurship (ENT600) ,who gave me the golden opportunity to do this wonderful project on the topic company analysis that i chose the autonomous sorting robot (AMRs) as my case study. It also helped me in doing a lot of research and I came to know about so many new things.

Lastly ,i also like to thank family and friends for the cooperation ,encouragement ,constructive suggestion and full of support who helped me a lot in finishing this report within the limited .

## EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation .As a student at UiTM Arau,it is a part of a study for everyone to undergo a case study project. So for this purpose ,I got the opportunity to research a company which I want to develop ,which is the autonomous sorting robot (AMRs) in a logistics company due the parcel flows experiencing wild fluctuations throughout the year in Malaysia. Due pandemic covid 19 ,the demand of e-commerce and online stores has been increasing .

In the first part of the project report, I was able to collect general information of the company such as the background of the company, technology used and different kinds of mobile robot that the company manufactured.

In the second part of the project report ,by doing the SWOT analysis, I am able to distinguish the strength, weakness ,opportunities and threats of this company and figure out a better technology system solution that can be implemented in the logistics company to cope with the current issues that are opposed by the company. I named the product TECHNOROBOT . The strategy and planning to improve the existing system are essential in business development growth in logistic companies such as J&T Express, DHL ecommerce , Poslaju Malaysia , Citylink , Gdex , Ninja van and others.

## 2.3 Products/Services

### 1. MACHINE VISION

Applications :Electronics , CG industry , Logistics , Semiconductor / Integrated Circuit and Automobile Manufacturing.

Products :

- Area Scan Camera
- Line Scan Camera
- Smart Camera
- 3D Camera
- Smart Code Reader
- Vision Box
- Lens
- Vision Components



Figure 2.4 The machine vision

### 2. MOBILE ROBOT

Application : Automobile , 3C manufacturing (Computer, Communication, Consumer Electronic), Manufacturing , Logistics , Food and Pharmaceuticals

Products :

- LMR : Latent Mobile Robot
- FMR : Forklift Mobile Robot
- CMR : Conveyor/Heavy-duty Mobile Robot
- Accessory : Charge station
- Platform : Software Platform