



EE-LIAN ENTERPRISE (M) SDN.BHD

COMPANY ANALYSIS

EE-LIAN ENTERPRISE (M) SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

**FACULTY & PROGRAM : FACULTY OF APPLIED SCIENCES,
BACHELOR OF SCIENCE (HONS)
MARINE TECHNOLOGY**

SEMESTER : 4

PROJECT TITLE : MULTIPURPOSE HYGIENE DISH RACK

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TABLE OF CONTENT

| | Page |
|--|-------------|
| TITLE PAGE | |
| ACKNOWLEDGEMENT | 3 |
| LIST OF FIGURES | 4 |
| LIST OF TABLES | 4 |
| EXCECUTIVE SUMMARY | 5 |
| 1. INTRODUCTION | |
| 1.1 Background of The Study | 6 |
| 1.2 Problem Statement | 6 |
| 1.3 Purpose of The Study | 7 |
| 2. COMPANY INFORMATION | |
| 2.1 Background | 8 |
| 2.2 Organizational Structures | 11 |
| 2.3 Products/Services | 12 |
| 2.4 Technology | 15 |
| 2.5 Business, Marketing and Operational Strategy | 17 |
| 3. COMPANY ANALYSIS | |
| 3.1 SWOT Analysis | 20 |
| 4. FINDINGS AND DISCUSSION | |
| 4.1 Findings | 21 |
| 4.2 Discussion | 23 |
| 5. RECOMMENDATION AND IMPROVEMENT | 24 |
| 6. CONCLUSION | 26 |
| 7. REFERENCES | 27 |
| 8. APPENDICES | 28 |

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Arau, Perlis, it is a part of study for everyone to undergo a case study project. The company that I have chosen is Ee-Lian Enterprise (M) Sdn. Bhd. that produce a rack for dishes or dish drainer in the brand name elianware. The company is based in Pulau Pinang, Malaysia.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the searching only in the internet. This is due to the Pandemic Covid 19 and the Movement Control (MCO) in Malaysia that limit the activities of each students.

In the second part of the report, contains the specialized subject study. Objectives of this project is to work on the background, organizational structures, product and services that Ee-Lian Enterprise (M) Sdn. Bhd. provides. Next, I also study on the business, marketing and operational strategy that the company has been implemented for years.

In this case study, I also analysed the strength, weaknesses, opportunities and threats of the company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing customers of this company, I analysed and find a solution to overcome and fulfil their customer's needs.

2.3 Products and Services

2.3.1 Products

2.3.1.1 Brands and Character's Royalty

Ee-Lian Enterprise (M) Sdn. Bhd. is producing and distributing over 1600 stock keeping units ("SKU's) of household plastic wares to local and overseas customers. Many of the company's products are distributed and marketed under its own brands. The brands included elianware, ezylock, eplas and true lock. The company produce more products in the brand name elianware. The company's has also been awarded the right to produce and distribute household plastic wares which is housed under the 'Disney' and 'Warner Bros' brand name in Malaysia. However, in this case study, I will be focusing on the company's kitchenware product which is rack dishes

a) Elianware rack dishes (dish drainer)

Table 1.1 shows the elianware dish drainer design

| | Description |
|---|---|
|  | <ul style="list-style-type: none"> • Plastic Dish Drainer • Model Name: E286 • Available in 3 colours <ul style="list-style-type: none"> ➤ Blue ➤ Green ➤ Gray • Material: Plastic • Length: 46cm • Width: 36cm • Height: 11.8cm |
|  | <ul style="list-style-type: none"> • Dish Drainer Marble Design • Model Name: E289 • Available in 2 colours <ul style="list-style-type: none"> ➤ Gray ➤ White • Materials: Plastic • Length: 48cm • Width: 37cm • Height: 12.5cm |