



Anhui Lemi Office Supplies Co., Ltd.

We can join hands to create a better future

COMPANY ANALYSIS

ANHUI LEMI OFFICE SUPPLIES CO., LTD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : APPLIED SCIENCE / BACHELOR OF SCIENCE (HONS.)

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EXECUTIVE SUMMARY

This report on case study aims to identify the problems faced by a company through SWOT analysis on their product and find the solution for my new set up company. I get my opportunity to complete my case study based on one of the best company in steel manufacture which is Anhui Lemi Office Furniture Co., Ltd. This company produce the school furniture, office furniture, home furniture and any furniture parts. I decided to analysis one of their product which is metal bookend.

In this case study, includes few general information about Anhui Lemi Office Furniture Co., Ltd such as background of the company, their product, business, marketing and operational strategy. Besides, by investigating, identifying and analysing, it helps my company to figure out the flaws on the product about their function, design and material. Due to that, things needed to overcome this flaws is doing some research for improve the quality of the product through innovation. New development in the production will provide a better market opportunity to my new company and becomes the first choice among the customers.

2.3 Products / Services

Anhui Lemi Office Supplies Co., Ltd is producing and supplying a lot of steel office furniture. Due to the many products, this company classified the product through grouping for make it easier in purchasing process. There are four product group such as school furniture, office furniture series, home furniture series and furniture parts series.

School furniture:

- Desk
- Chair



Fig 2.1: New Commercial School Furniture Adjustable School Study Double Desk and Stool Set

Office furniture series:

- Book shelf and rack
- Cabinet
- Chair
- Desk
- Pedestal
- Others office furniture



Fig 2.2: Sturdy Heavy L-Shaped Grey Powder Coating Simple Sheet Metal Bookends Metal Book Stand Holder



Fig 2.3: Wholesale Regular Office Furniture 2 Vertical Drawers Storage Filing Cabinet



Fig 2.4: School Gym Supermarket Staff Storage Metal Wardrobe Locker