



اَوْنِيُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا  
UNIVERSITI  
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# COMPANY ANALYSIS

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

**FACULTY : FACULTY OF APPLIED SCIENCES**

**PROGRAMME : BACHELOR OF SCIENCE (HONS.) MARINE TECHNOLOGY**

**SEMESTER : 4**

**PROJECT TITLE : MASSAGING GAMING CHAIR**

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## **EXECUTIVE SUMMARY**

This project aims to determine how ideas can be implemented in a realistic setting. Every student of ENT600 in this semester is required to complete a case study project as part of their studies. So, for this reason, I had the opportunity to study a company that produced the same product that I want to create, Tomaz that manufacture various types of outfit from hair to toe also gaming accessories including gaming chair, which is currently based in Malaysia. In the first section of the report, I was able to gather general information about the company, such as the company's history, technology used, and the various types of furniture that the company produced.

In the second part of the report, using the SWOT review, I was able to identify the company's strengths, weaknesses, opportunities, and risks, as well as determine a better technology framework solution that could be introduced in the company to address the company's current issues. In order to grow a company, it is necessary to develop a strategy and plan to improve the current system.

### **2.1.1 Vision and Mission**

Vision is to expand his business to become an international brand. Mission is to deliver quality trendy products to consumers with the lowest pricing made possible. Tomaz achieves this by eliminating the middle man so that the very same product offered by others that cost 5 to 10 times more can be sold to consumers at a fraction of the price.

### **2.2 Organizational Structure**

The website and online forum do not have an organisational framework.

### **2.3 Products/Services**

Tomaz are making great leather shoes for men throughout their business years. Today, Tomaz not only focuses on leather goods but clothing and watches. Tomaz now are expanding their arsenal to include high quality gaming chairs at industry crushing prices. Tomaz's products are:

- Men's wear
  - ✓ Loafers
  - ✓ Watches
  - ✓ Luxury suits
- Women's wear
  - ✓ Heels
  - ✓ Boots
  - ✓ Jewelry
- Furniture
  - ✓ Throne
  - ✓ Dining Chair
- Others