



# COMPANY ANALYSIS

TOMAZ

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

**FACULTY & PROGRAMME** : FACULTY OF APPLIED SCIENCE MARINE  
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**PROJECT TITLE** : COMFORTABLE GAMING CHAIR

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In the name of Allah, The Most Gracious and The Most Merciful.

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## **EXECUTIVE SUMMARY**

TOMAZ is a company that focus on producing high-end leather accessories. In this company analysis, it is focussing on the TOMAZ BLAZE X PRO Gaming Chair that is produced by TOMAZ Company to be investigate, identify and analysed along with their current problems and come out with solutions.

The first problem regarding their product is a small set of capabilities. It restricts the user's choices to more tasks. The gaming chair does not allow users to lean 180 degrees. Of course, we need that feature because it allows users to stretch their bodies when playing the game and quickly adjust their position while sitting in the chair. Second, the gaming chair has a manual function for adjusting the levelling height. Obese people struggle because it is difficult for them to pull the leveller under the chair. Third, the footrest on the gaming chair is insufficiently wide, as some users still complain that their feet are uncomfortable after sitting for too long. Fourth, the second arm rest is ineffective because it is overly simple for the price and somewhat uncomfortable. It lacks a pad and is insufficiently large.

Aside from that, there few solution to that problems. We decided to innovate the gaming chair by improving the role of the gaming chair, providing an automatic levelling of the gaming chair, and improving the footrest and armrest.

My company, YUL Enterprise, seizes opportunities to build a new and improved gaming chair, the YUL SCARLETT Gaming Chair. This gaming chair is the best that a consumer can have. My product is a gaming chair with an adjustable backrest that can be adjusted from 90 to 180 degrees to accommodate a variety of activities. For consumer comfort, the new gaming chair also includes an automatic and multi-functional system and adjustor. Instead of having to pull the leveller under the chair, which can be challenging for obese people, the user simply selects mode using the device on the armrest. Finally, the footrest and armrest of the gaming chair have been improved. We chose soft cooling touch 2.0 microfibre for its cooling effect and cold curve memory foam technology to help withstand user body pressure. For full comfort, we design 4D adjustable height armrests with a wide head and lumbar support.

All of these solutions are important in producing very quality product to be served to their customers in order to sustain their business growth, developments and more achievements ahead.

## 2.2 ORGANIZATIONAL STRUCTURE

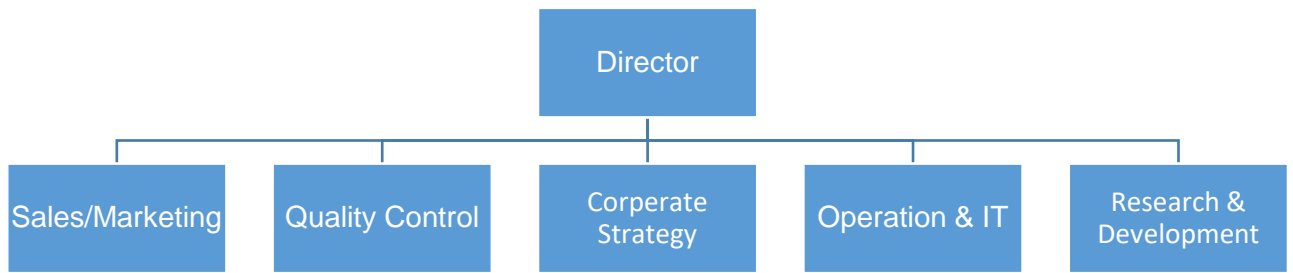


Figure 1: Organization Structure

## 2.3 Product & Services

### 2.3.1 Product

TOMAZ produces so many products especially in leather fashion which is shoes, watches, suit, jewellery, beg, table, furniture and gaming chair.

