



اَوْنَبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

LIVING WING SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF SCIENCE COMPUTER AND MATHEMATICS

PROGRAMME : BACHELOR OF SCIENCE (HONS.) MANAGEMENT MATHEMATICS

SEMESTER : 6

PROJECT TITLE : SMART, EASY AND SAFE DRINKING BOTTLE

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ACKNOWLEDGEMENT

Praise to Allah for His blessings that give me a strength, patience and inspiration to finish this case study report for Fundamentals of Technology Entrepreneurship (ENT 600) subject as it is a requirement for me to get Bachelor of Science (Hons) Management Mathematics in the Faculty of Computer and Mathematics.

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Of course, without our parents we are nothing. For my family, I'd like to express my gratitude to them for always supporting me through thick and thin, particularly in terms of moral support as long as I started learning at home since ODL. I'd also like to express my gratitude to my fellow friends for their moral support. To summarize, without their assistance, I would not be able to complete this report successfully.

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TABLE OF CONTENT

	PAGE
TITLE PAGE	
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1. Background of The Study	1
1.2. Problem Statement	1
1.3. Purpose of The Study	1
2. COMPANY INFORMATION	
2.1. Background	3
2.2. Organizational Structure	3
2.3. Products / Services	4
2.4. Technology	9
2.5. Business, marketing, operational strategy	10
3. COMPANY ANALYSIS	
3.1. SWOT	14
4. FINDINGS AND DISCUSSION	
4.1. Findings	17
4.2. Discussion	17
5. RECOMMENDATION AND IMPROVEMENT	19
6. CONCLUSION	21
7. REFERENCES	22
8. APPENDICES	23

EXECUTIVE SUMMARY


This study is an effort to figure out how the ideas can be fully implemented. Everyone at UiTM Arau who register Fundamentals of Technology Entrepreneurship (ENT600) are required to complete a case study project as part of their studies. As a result, we had the opportunity to research a company that produced the same product that we want to develop for this purpose. The selected company in this case study is BROS that produce various types of bottles.

In this case study, we used SWOT analysis to examine the company's strengths, weakness, opportunities, and threats in the real world. The company's general information was gathered in the first section of the project report.

2.3 Products/Services

BROS is product which focus on household supplies. They producing several types of bottles in many selected capacity. Each products have been classes by category, feature, series and gift guide. Majority of the group’s products are distributed and marketed under its brands. They have been took part in serving the community such WWF Malaysia (2009-2013), World Vision Malaysia (from 2009), Hand Percussion (from 2012), Live Project (from 2010), and Ban Ban Edutalk (from 2010). BROS’ products are:

- Plastic Bottles
- Glass Bottles
- Tumblers
- Thermal
- Accessories
- Food Containers

Category	Product	Characteristic																					
Plastic Bottles	OUT OF THE DAMN ZONE 2000ML																						
	 <p>RM 59.90</p>	<table border="1"> <tr> <td>Weight</td> <td>770 g</td> </tr> <tr> <td>Nett Weight</td> <td>269 g</td> </tr> <tr> <td>Width</td> <td>10.2 cm</td> </tr> <tr> <td>Height</td> <td>35 cm</td> </tr> <tr> <td>Mouth Opening Diameter (Narrow Mouth)</td> <td>2.8 cm</td> </tr> <tr> <td>Mouth Opening Diameter (Wide Mouth)</td> <td>5.1 cm</td> </tr> <tr> <td>Capacity</td> <td>2000 ml</td> </tr> <tr> <td>Cap Type</td> <td>Dual Opening Cap</td> </tr> <tr> <td>Feature</td> <td>Graphic</td> </tr> <tr> <td>Series</td> <td>Capa</td> </tr> <tr> <td>Destination Remarks</td> <td>Not available for shipping to Indonesia</td> </tr> </table>	Weight	770 g	Nett Weight	269 g	Width	10.2 cm	Height	35 cm	Mouth Opening Diameter (Narrow Mouth)	2.8 cm	Mouth Opening Diameter (Wide Mouth)	5.1 cm	Capacity	2000 ml	Cap Type	Dual Opening Cap	Feature	Graphic	Series	Capa	Destination Remarks
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