



اَوْبُنُوْرُسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
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MARA



COMPANY ANALYSIS

YARKER INDUSTRIES SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Executive Summary

Yarker Industries Sdn Bhd is a company that focuses on metal roofing business where they provide products and installation service to customers. The focus of this case study will be converged on the metal roof provided by this company so it can be investigated and analysed in order to point out its problem and possible solutions can be made.

The first problem that is identified from the product is its potential as a source of heavy metal contamination. As Malaysia's climate include constant rain throughout the year, the runoff from the roof is found to be containing heavy metals such as zinc and copper. This is possible due to 'hidden' chemical corrosion that occurs on the roof. Other than that, change in appearance is also one of the problems of the products. The constant rain from Malaysia's climate gives rise to constant humidity in the air. The humidity disrupts the optimum rate at which patina process takes place.

Nevertheless, there are a few alternative solutions that can be proposed to solve those arising problems. To eliminate the problem from runoff contamination from the roof, a green roof concept can be implemented in the production of the roofs. This will ensure that the runoff water from the roof does not enter the drainage system. Instead, it will be absorbed by the vegetation on the roof's surface. Next, to solve the problem with the patina process, a coating made of special chemical can be applied over the patina layer. This will ensure that the patina process is not disrupted by the climate condition and consequently inhibit the appearance change of the products.

2.2 Organizational structure

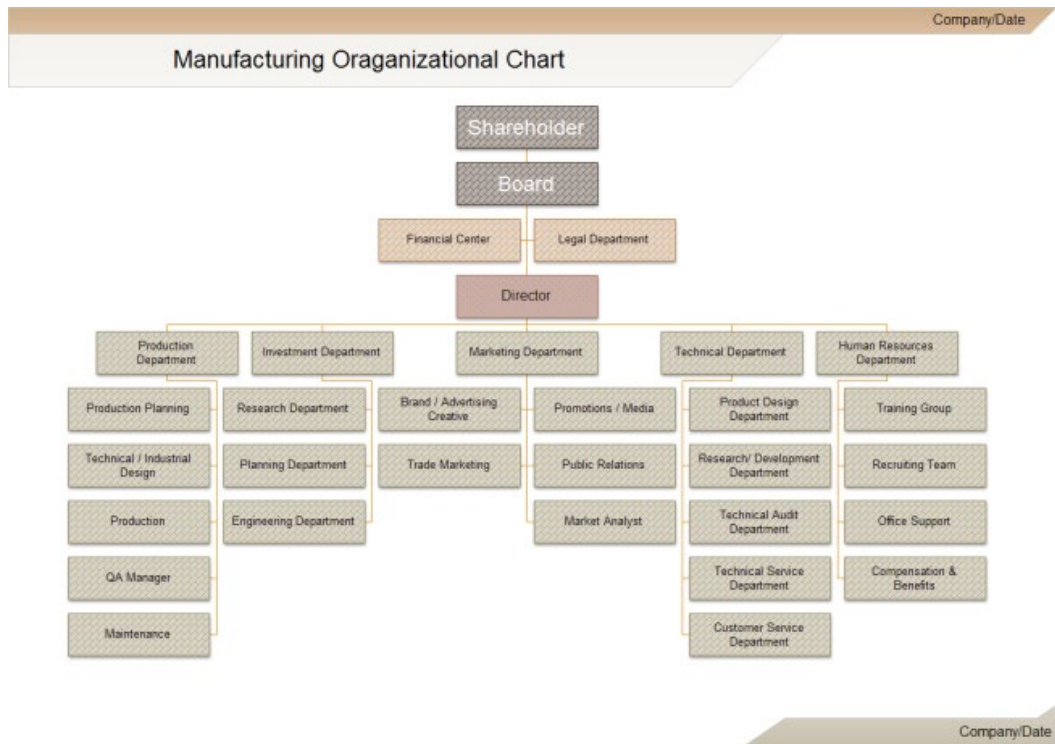



Figure 1 Structural Organization of Yarker Industries Sdn Bhd

2.3 Products and services

Table 1 Roofing Products from Yarker Industries Sdn Bhd

Product	Specifications	Descriptions
 <p>YK PU Double Deck</p>	<ul style="list-style-type: none"> Width: 762 mm Thickness: 0.35 mm to 0.48mm TCT Rib height: 23 mm 	<p>The PU Metal Deck consists of 3 layers: a pre-painted steel sheet, rigid polyurethane (PU) foam and another layer of steel sheet laminated onto the PU foam layer. The PU foam provides very effective heat insulation and sound absorption. The</p>