



اَوْنِبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
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**elianware**<sup>®</sup>  
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**COMPANY ANALYSIS**  
**Ee-Lian Enterprise (M) Sdn. Bhd.**

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

<b>FACULTY &amp; PROGRAMME</b>	FACULTY OF COMPUTER & MATHEMATICAL SCIENCES BACHELOR OF SCIENCE (HONS) MANAGEMENT MATHEMATICS
<b>SEMESTER</b>	6
<b>PROJECT TITLE</b>	STORAGE CUTTING BOARD CREATIVE INNOVATION
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## **EXECUTIVE SUMMARY**

This project aims to determine how theoretical concepts can be used in a realistic setting. As a student at UiTM Arau, Perlis, each of us is required to complete a case project as part of our coursework. As a result, I was able to conduct research on a company that manufactures the product I wish to create, which is Elianware®, a household plasticware company that also produces cutting boards.

In the first section of the project study, I was able to gather general knowledge about the organisation, such as its history, technologies used, and the various types of goods made by the company.

In the second section of the project study, I conducted a SWOT analysis to determine the company's strengths, weaknesses, opportunities, and threats and to propose a more effective technology framework approach that could be applied in my own brand. The strategy and planning to improve an existing product is necessary to change the current infrastructure and is critical to the success of a company.

## 2.2 Organizational Structure

Organizational structure of Elianware® is not provided on the website and online platform.

## 2.3 Products/Services

Elianware® manufactures and distributes over 1,600 stocking units of household plastic wares to both domestic and international consumers. The Group distributes and markets the majority of its goods under its own names. Elianware® manufactures baskets and containers, bath and laundry ware, bottles, and tableware, among other things. Below are Elianware®'s cutting board types:

### Elianware® Multipurpose BPA FREE Variety Chopping Board (22.8 cm)

- Size: L22.8 x W17.2 x T0.5 cm
- Available in MultiColour
- Material: HDPE Material (High Density Polyethylene)



Figure 2.1

### Elianware® High Quality Multipurpose BPA Free Chopping Board (25cm)

- Color: Multicolor
- Size: L25 x W25 x T1.0 cm
- Material: HDPE Material (High Density Polyethylene)



Figure 2.2