



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
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TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

COMPANY PRODUCT LOGO



no interview picture

CASE STUDY: COMPANY ANALYSIS

FLITZIPP TECH SDN BHD

PRINCIPLE OF ENTREPRENUERSHIP (ENT530): CASE STUDY

FACULTY &

PROGRAMME : FACULTY OF FILM, THEATRE & ANIMATION

SEMESTER : 4

PROJECT TITLE : CASE STUDY FLITZIPP TECH SDN BHD

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ACKNOWLEDGEMENT

Our Entrepreneur Principles course includes this case study (ENT530). This project has been extremely beneficial to us, and it has provided us with invaluable experience.

To begin, we required the assistance and gratitude of a few well-known individuals who deserve our deepest gratitude in order to finish our case study. As a result, we would like to express our gratitude to Dr. Nurhuda Haji Nizar, our lecturer, for his help and recommendations in completing our case study. Her patience and kindness in teaching us, as well as her unwavering support, are greatly appreciated.

This project will require a significant amount of effort on our part. It would be impossible to accomplish without the assistance of our parents and family. They help us in a variety of ways; without their brilliant ideas and assistance, our project would not be able to move forward. As a result, we are extremely grateful for their cooperation and support, which has greatly aided us in finishing the case study.


We would also like to express our heartfelt gratitude to everyone who helped us complete this case study. As a result, many people, especially students and team members, have made valuable suggestions and commitments to this project, causing us to improve our work. 

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EXECUTIVE SUMMARY ✓

FLITZIPP TECH SDN BHD is the company's name. Since 2015, the company has been in operation. Daud Dalugamin is the founder of FLITZIPP SDN BHD. His secondary school certificate is in High Certificate Malaysian Religion (STAM), and he went on to UTM Skudai Johor Bahru to pursue a bachelor's degree in technology. TG-F04 UTM-MTDC Technology Centre II, Johor Bahru, Johor is the company's address. This company also has its own website. www.flitzip.com can be used to conduct a search.

FLITZIPP SDN BHD has 10 years' experience in installing GPS tracking device three thousand vehicles in Malaysia since 2015. The company provided local package and international package mostly needed for industries and assets security. There are six characters of their GPS tracking system product, which can monitor in one screen, can give a live tracking with 10 second interval for track users vehicle and provide detailed navigation maps or satellite view image. Other than that, this company covering a list of industries which is transportation, logistics, automotive, car rental, telecommunication, security and construction machinery.

GPS was developed by the U.S. Department of Defence (DoD) for military purposes, such as accurate missile targeting. The system is currently available for free, but the DoD can selectively limit usage, or downgrade the service, at any time it chooses. GPS devices can be used to tap people without their knowledge and track their movements. They can also be placed in a car so that the location of the victim can be tracked. ✓

1.0 INTRODUCTION

1.1 Background Study

Students are required to study ENT530, or Principles of Entrepreneurship, as part of our studies at UiTM, Puncak Perdana's Faculty of Theatre, Film, and Animation. This is required of us to know about entrepreneurship and introduce about the corporate setting. This subject assignment is for the student to get to know and learn about a company matter. For this project, we will conduct a case study on FLITZIPP TECH SDN BHD.

For this study, we need to interview the company to learn more about the problem and process that they face. Then, analyses about the situation and come up with answers and the benefit of this case study will get to know more and learn how to become business expertise.

Entrepreneur education also strives to provide students with the knowledge and skills in entrepreneurship and entrepreneur in all aspects. Entrepreneurial education is provided at all levels of education, including elementary, secondary, and university. This type of education focuses on developing skills or attributes that allow people to take advantage of opportunities.

1.2 Purposed of the Study

The information for this case study report is by conducting online interview using Zoom with FLITZIPP TECH SDN BHD. The purpose of the online interview is to look and learn the company problems and how they stay in making business.

Lastly, The SWOT Analysis for this case study is to explain the changes that have happened. This study will also explore and remark on solutions and ideas that will improve FLITZIPP TECH SDN BHD in its development and improvement. Next, will be exposed about the problems that have in the company and know how to deal with it. This gives us some ideas on how to run our own company in the future. Finally, students will gain knowledge how to enhance the firm in terms of operations, sales, and marketing.

2.0 COMPANY INFORMATION

2.1 Company Background

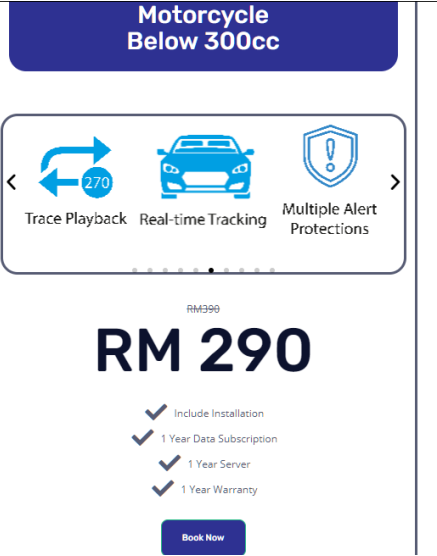
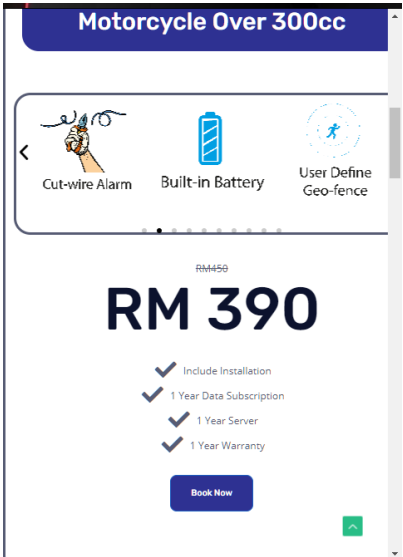
The company name is FLITZIPP TECH SDN BHD. The company was running since 2015. The founder of the FLITZIPP SDN BHD is Daud Dalugamin. His secondary school certificate is in High Certificate Malaysian Religion (STAM) and then move to the higher education in bachelor's degree in technology at UTM Skudai Johor Bahru. The company office address is TG-F04 UTM-MTDC Technology Centre II at Johor Bahru, Johor. And this company has their official website. Can search in www.flitzipp.com.


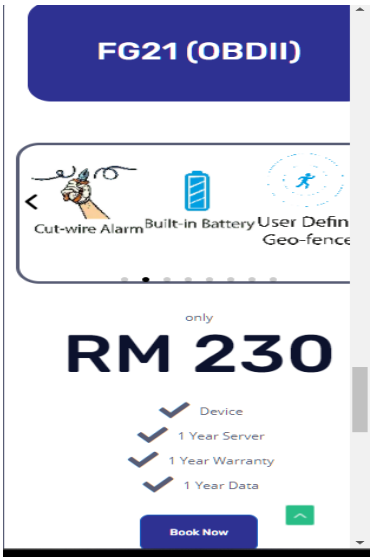
2.2 Product & Services

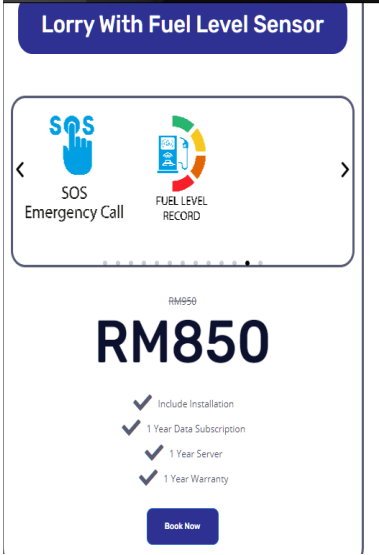
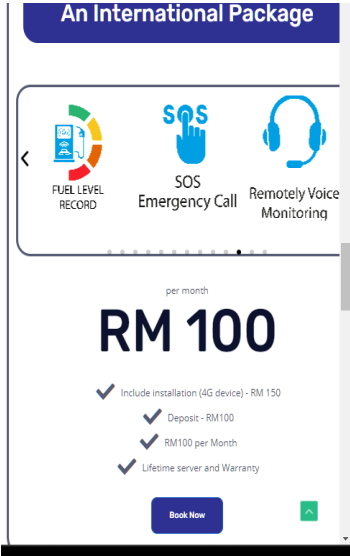
Move to the services of this company. This company provided GPS tracking system that can be used for monitor and tracking vehicles and also assets for safety or for business efficiency purpose. Additional about that, GPS Tracking System are one of the systems that provided frequently update and give the best experience for the users and can be easily handle by users itself and understand. Other than that. The company provided local package and international package mostly needed for industries and assets security.

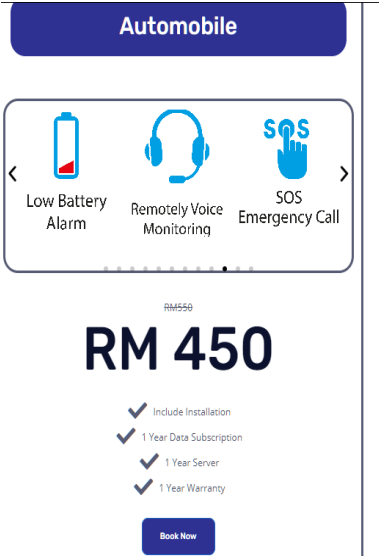
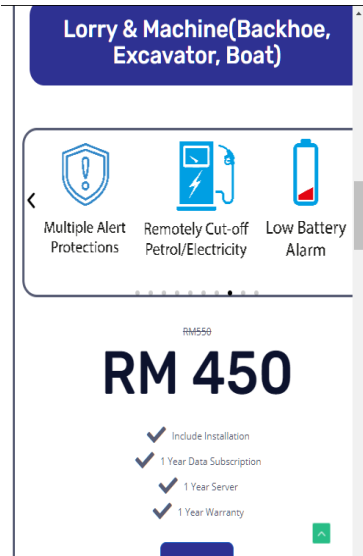
FLITZIPP SDN BHD has 10 years' experience in installing GPS tracking device three thousand vehicles in Malaysia since 2015. There are six character of their GPS tracking system product which is can monitoring in one screen, can give a live tracking with 10 second interval for track users vehicle and provided detailed navigation maps or satellite view image, exports detailed reports for stop and move mileage and time daily, weekly and monthly, provided to disable the engine using the apps and website, vehicle enter or exit boundaries that setting up by geo-fence alert and can give a distances speeding alert and drivers score with a rewards and maintenance systems.

Other than that, this company covering a list of industries which is transportation, logistics, automotive, car rental, telecommunication, security and construction machinery.

No.	Package	Package Detail
1		<p>Motorcycle Below 300cc</p> <p>Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine <p>Package</p> <ul style="list-style-type: none"> - One-year data subscription - One-year service - One year warranty
2		<p>Motorcycle over 300cc</p> <p>Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine <p>Package</p> <ul style="list-style-type: none"> - One-year data subscription - One-year service - One-year warranty

<p>3</p>		<p>Magnetic Portabe Sv58P</p> <p>Service</p> <ul style="list-style-type: none"> - Remotely device monitoring - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Water resistance - Light sensor and disabling alarm - Strong magnet <p>Package</p> <ul style="list-style-type: none"> - One-year data subscription - One-year service - One-year warranty
<p>4</p>		<p>FG21 (OBDII)</p> <p>Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine - Platform checking <p>Package</p> <ul style="list-style-type: none"> - One-year data subscription - One-year service

<p>5</p>		<ul style="list-style-type: none"> - One-year warranty <p>Lorry with fuel level sensor</p> <p>Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine - SOS emergency call - Fuel level record <p>Package</p> <ul style="list-style-type: none"> - One-year data subscription - One-year service - One-year warranty
<p>6</p>		<p>International Package</p> <p>Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine - SOS emergency call - Fuel level record <p>Package</p>

		<ul style="list-style-type: none"> - Deposit RM100 - RM100 per month - Life time server and warranty
7	 <p>The screenshot shows an advertisement for an 'Automobile' service. At the top, there is a blue header with the word 'Automobile'. Below it, three icons are displayed: a battery for 'Low Battery Alarm', a headset for 'Remotely Voice Monitoring', and a hand with 'SOS' for 'SOS Emergency Call'. The price 'RM 450' is prominently displayed, with a list of inclusions: 'Include Installation', '1 Year Data Subscription', '1 Year Server', and '1 Year Warranty'. A 'Book Now' button is at the bottom.</p>	<p>Automobile Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine - SOS emergency call - Fuel level record <p>Package</p> <ul style="list-style-type: none"> - One-year data subscription - One-year service - One-year warranty
8	 <p>The screenshot shows an advertisement for a 'Lorry & Machine(Backhoe, Excavator, Boat)' service. At the top, there is a blue header with the text 'Lorry & Machine(Backhoe, Excavator, Boat)'. Below it, three icons are displayed: a shield with an exclamation mark for 'Multiple Alert Protections', a fuel pump for 'Remotely Cut-off Petrol/Electricity', and a battery for 'Low Battery Alarm'. The price 'RM 450' is prominently displayed, with a list of inclusions: 'Include Installation', '1 Year Data Subscription', '1 Year Server', and '1 Year Warranty'. A 'Book Now' button is at the bottom.</p>	<p>Service</p> <ul style="list-style-type: none"> - ACC detection - Cut wire alarm - Built-in battery - Users define Geo-fence - Vibration alarm - Trace playback - Real-time tracking - Multiple alert protection - Cut off engine - SOS emergency call - Fuel level record

		<p>Package</p> <ul style="list-style-type: none">- One-year data subscription- One-year service- One-year warranty
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Table 1: Package Flitzipp Sdn Bhd



3.0 COMPANY ANALYSIS ✓

3.1 SWOT Analysis

STRENGTH <ul style="list-style-type: none">• Have a stable system and constantly updated based on current needs with the latest technology.• Reasonable prices and maintenance costs.	WEAKNESS <ul style="list-style-type: none">• Small and incomplete marketing team.• Lack of skilled manpower.
OPPORTUNITIES <ul style="list-style-type: none">• Collaborate with vehicle manufacturers to produce appropriate technology.• Vehicle users are increasing locally and abroad.	THREATS <ul style="list-style-type: none">• The latest vehicles that are mostly fully equipped with GPS technology.• Price competition that can kill the market price.

Table 2: SWOT Analysis

3.2 Strength ✓

FLITZIPP TECH SDN BHD has a stable system and is constantly updated based on current needs with the latest technology. The company also has an external network in various angles to supply GPS Tracker to customers who buy from the company. The strength of this company is the support and response from networks in Malaysia such as Digi, Maxis and so on. Apart from that, the company also has strength in terms of manpower where the company has increased the company's sales to 1 million per month and has a skilled group of employees. Apart from that, the company also produces quality vehicle safety -based technology products and provides comprehensive protection that is the reason for the success and strength of this company.

3.3 Weakness



Weaknesses will inevitably exist in any company. For this company, a very significant disadvantage is that the company has a small team or workforce, and it is not comprehensive which will result in the company lacking a skilled and experienced workforce in the company. Coupled with the current situation which has seen many companies forced to close due to the outbreak of Covid-19 which has affected these companies to continue services. Apart from that, the company also has a disadvantage in terms of lack of new recruitment management where the company must use the existing manpower in doing daily work.

Apart from that, every trader must have competition which also causes the company's weakness can be seen when the company often emphasizes on the aspect of emphasis on the price where they have obtained less supply and the relatively unclear price aspect causes the company to experience weaknesses in that thing.

3.4 Opportunities



This company has a very good opportunity in managing the company where the company has had a collaboration with vehicle manufacturers to produce appropriate technology that gives the company the opportunity to continue to grow rapidly and then get a lucrative result. This is because, due to this company has been certified to have had cooperation with outside companies will cause it to be easily trusted and in turn be able to convince customers of the offer as well as the products sold.

Furthermore, this company gets a very good opportunity when it is shown that in Malaysia, the use of cars is seen as one of the very growing things that have caused products from this company to be in high demand as a result of the very widespread production of cars in the country that eventually use GPS Tracker is in high demand both from vehicle production companies and the community which often use it as one of the current needs.

3.5 Threat



The company also has a threat that if seen on new vehicles, especially imported vehicles, the vehicle has been equipped with GPS Tracker which causes competition from within which causes products from this company cannot attract new vehicle users because after getting the vehicle, they have equipped it with GPS Tracker which will slow down the sales of the company's products. when compared to local vehicles where many users can choose whether to want combined with GPS Tracker or not which will give users the opportunity to get products from this company.

Apart from that, the company is also faced with price competition that can make the current market competitive in terms of price. if viewed from a different point of view, competition to provide good price with perfect quality will cause companies producing the same product will cause competition in the market. of course, this is a bad threat, and it should be addressed in an appropriate manner by upgrading products that can only compete with foreign and not domestic companies.

4.0 FINDING AND DISCUSSION ✓

The use of GPS tracking in fleet operations has numerous advantages. However, issues may arise that lead to the initiative's failure. Whether a company is implementing GPS tracking for the first time or changing providers, there are four common challenges to be aware of that cause people to abandon the technology before they have a chance to benefit from it. To ensure that the organization's GPS tracking initiative is a success, it is critical to approach it with a strategic mindset and choose a provider who will act as a partner to help avoid these common pitfalls.

The most common issue that causes GPS tracking implementations to fail is poor installation. Issues that arise during device installations can cause major headaches during and after implementation, whether they are installed incorrectly or company fleet experiences more downtime than expected. Only perform self-installations if the team is qualified in the specific GPS tracking device installation type they are implementing to the vehicles, trailers, or other mobile assets for a smooth installation experience. Installing a device incorrectly can result in reporting issues, such as inaccurate data being reported. If company decide that professional installations are the best option for the company, make sure to communicate with the installers to properly plan for vehicle downtime. Some GPS tracking companies will work with a third-party network of professional installers to streamline the process and minimise vehicle downtime.

Another reason for this initiative's failure is the lack of a project lead to oversee the GPS tracking programme. Important tasks are overlooked and missed without a point person tasked with spearheading the GPS tracking initiative (i.e., installations). Without a point person to hold people accountable with the data and ensure they understand how to use the software, the technology can fall by the wayside even after it has been installed. As a result, the software's full benefits and return on investment (ROI) are not realised. Company do not have to hire a full-time GPS tracking administrator just because they have a point person. However, it is critical to designate someone in the organisation to oversee the technology's implementation and ongoing use. At the very least, if a successful initial implementation can be ensured, many processes can be automated in the future.

Setting goals is an important part of approaching a GPS tracking initiative with a strategic mindset. A lack of goal setting will result in a low or non-existent return on investment. People within the organisation may wonder why they have GPS tracking at all if there is not a clear understanding of why the technology is being implemented and how it will be used. Planning quarterly and/or yearly goals with metrics to guide company along the way is a best practise. Having a regular review of where they stand (quarterly and/or yearly) will help them stay on track and even identify new areas where they can focus your efforts. This could include meeting with your dedicated Account Manager on a quarterly basis to discuss your account.

In any type of implementation, communication is crucial. If the drivers do not understand why the technology is being implemented, they may develop a distrust of it, leading to them tampering with/disconnecting devices. Flitzipp Sdn Bhd should be open and transparent about the technology when introducing GPS tracking to their employees in order to gain their buy-in. Before implementing the technology, inform them that they will be using it. Demonstrate how GPS tracking directly benefits them. Demonstrate to the drivers how technology will benefit the company through ROI. Finally, establish a driver policy that explains how GPS data will be used.

At the end of the day, a GPS tracking programme relies on communication. Making sure installations are done correctly the first time, appointing a point person to be in charge of implementation and ongoing use, setting goals for what company want to accomplish with the system, and introducing it to the employees in the most effective way to gain their buy-in will all lead to a successful GPS tracking initiative with the best results. ✓

5.0 CONCLUSION ✓

The conclusion of a GPS device depends on receiving signals from at least four satellites. If they are connected by only three, the position is not entirely accurate. Problems can occur when obstacles, such as walls, buildings, skyscrapers and trees block the signal. Extreme atmospheric conditions, such as geomagnetic storms, can also cause problems. In addition, the mapping technology used in connection with GPS may not be up to date and cause navigational errors.

A single reliance on GPS can cause problems if you experience a signal failure, or you use a battery -operated device that runs out of power (GPS devices are almost always power hungry). Unless you have some form of backup, such as a traditional paper map, you can easily find yourself lost by not knowing how to go. One of the biggest dangers of GPS and related navigation technologies is overuse. If the signal is not found or the device battery is dead, you can easily find yourself lost in an unfamiliar area.

GPS was developed by the U.S. Department of Defence (DoD) for military purposes. In addition to aiding the navigation of land and sea vehicles, it has other uses, such as accurate missile targeting. The system is currently available for free, but the DoD can selectively limit usage, or downgrade the service, at any time it chooses. This happened in 1999, when service was denied to the Indian army during the Kargil War. There is also nothing to stop the DoD from charging for services if they do not.

Finally, when GPS is combined with internet technology, such as social media or mobile phone apps, it is easy for commercial organizations to track a person's movements and leverage this information to gather data on people's shopping habits or target them with ads based on their location. GPS devices can be used to tap people without their knowledge. The device can be placed in a car, for example, so that the location of the victim can be tracked. This method can also be used for criminal purposes. These tracking devices are easily available. ✓

6.0 REFERENCE ✓

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7.0 APPENDICES




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Tuan

**PERMOHONAN Mendapatkan Maklumat Untuk Tugas/ Kajian Kes Kursus
PRINCIPLES OF ENTREPRENEURSHIP (ENT530) Secara Atas Talian.**

Dengan segala hormatnya perkara di atas, dirujuk.

2. Sukacita dimaklumkan bahawa, penama di bawah adalah pelajar bagi program Sarjana Muda Pengurusan Industri Kreatif (Kepujian) Produksi Filem (FF237) dari Fakulti Filem, Teater dan Animasi, Universiti Teknologi MARA, Kampus Puncak Perdana.

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3. Tugas/ kajian kes ini adalah bertujuan untuk memenuhi keperluan kursus dan penyelidikan pelajar iaitu "*Case Study: Company Analysis of Flitzipp Tech Sdn Bhd*".


4. Sehubungan dengan itu, saya amat berharap permohonan ini mendapat pertimbangan dan kelulusan pihak tuan. Dimaklumkan segala maklumat yang diberi adalah untuk tujuan akademik dan dianggap sulit.

5. Sekiranya tuan memerlukan maklumat lanjut berkaitan dengan projek ini, sila hubungi Penyelia Projek Kumpulan ini iaitu Dr. Nurhuda Binti Haji Nizar di talian 012-354 5754 atau ketua projek kumpulan ini iaitu Saudara Muhammad Bukhairi Bin Dulgamin di talian 011-14370230.

Sekian, kerjasama tuan dalam hal ini didahului dengan ucapan ribuan terima kasih.


"PRIHATIN RAKYAT: DARURAT MEMERANGI COVID-19"
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Yang benar



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