



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY : FACULTY OF SCIENCE COMPUTER AND MATHEMATICS (FSKM)  
PROGRAM : BACHELOR SCIENCE (HONS.) STATISTIC  
PROGRAM CODE : CS241  
COURSE : TECHNOLOGY ENTREPRENEURSHIP  
COURSE CODE : ENT600  
SEMESTER : 6  
CLASS : CS241/6C  
ASSIGNMENT 1 : CASE STUDY ON FRENZ PET HOUSE AND SHOP  
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SUBMISSION DATE:

9/7/2020

## **ACKNOWLEDGEMENT**

First and foremost, we are grateful to Allah S.W.T because we can complete the assignment on our case study regarding Frenz Pet House. Thus, we would like to acknowledge those who had gave us enormous help in finishing this proposal.

Firstly, we would like to thanks to Madam Azzah Binti Amran, our lecturer for subject Technology Entrepreneurship (ENT 600) for giving guidance and instruction to us throughout the classes to complete the tasks given. She always provides solution to any mishap and gave crucial information needed for us to complete the task given.

Overall, we are very grateful to those that have involved directly or indirectly in finishing our task. We are thankful for their cooperation and willingness in helping us in completing this proposal. We hope that all our time and effort in finishing the task was worth of the time.

In the meantime, we want to thanks to both of our parents for encouraging and supporting financially in the success of our group assignment. Besides, a big appreciation for the owner of the pet shop, Encik Razwan Bin Rahimi for spending his precious time allowing us to interview him regarding the pet shop.

Overall, we are very grateful to those who involved directly or indirectly in completing this task. We really appreciate their willingness. We hope our assignment is complete and will be receive. We have used our effort to search information and ideas and hoped our effort was worth it.

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## **EXECUTIVE SUMMARY**

This case study is provided to the student since the project enable student to know more about a company situation and enable them to think out of a solution to handle them. As a UiTM student that learn ENT600, every student must take part in this case study. For this project, we interviewed Frenz Pet Zone and Shop in Kota Bharu, Kelantan.

One of the objectives for our project is to study on the background of the company, how the company works, and the products and services provided by Frenz Pet Zone and Shop. Other than that, we also look on how the shop handle their services, to identify the problems occurs especially on cat grooming as Frenz Pet Zone and Shop provided grooming and boarding services. Next, we also interviewed the manager on how they promote their business. Lastly, we also obtained some information on their financial achievements.

In this case study, we discussed on the problems faced by the company. In order to analyse the company more, we listed the strength, weakness, opportunities and threats of the company by using SWOT analysis. Thus, we invented an innovation to improve the technology used in the grooming services.