



اَوْبُوْرَسِيْتِيْ تِيْكُوْلُوْ كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### ZAILEHA MILK INDUSTRY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : SCIENCE COMPUTER & MATHEMATICS  
SEMESTER : 6  
PROJECT TITLE :ZAILEHA MILK INDUSTRY  
NAME : NUR ALISA NATRAH BINTI ABDUL KARIM  
LECTURER : WAN MASNIEZA BINTI WAN MUSTAFA

## ACKNOWLEDGEMENT

Assalamualaikum, firstly we are really grateful because we managed to complete our case study assignment within the time given by our lecturer Madam Wan Masniezabinti Wan Mustafa. We are very thankful to our lecturer for the guidance and encouragement in finishing this assignment and also teaching us this course.

This assignment cannot be complete without the effort and co-operation from our group member, NorfarhanaBalqisbintiHusin, Nur Alisa Natrahbinti Abdul Karim and AmirahSyahirahBintiSukran. We also thank to our parents for the encouragement, support and attention because without them it was impossible for us to complete our assignment.

Next, we also want to take opportunity to sincerely thanks to PuanHajahZailehabinti Musa, the owner of Zaileha Milk Industry for her time, generous attitude and friendly behaviour with us during interviewed.

Last but not least, we would like to express our gratitude to our friends for the support and willingness to spend some times with us and our sense of gratitude to one and all, who directly or indirectly, have lent their hand in this venture to finish up this assignment.

## TABLE OF CONTENT

| <b>CONTENTS</b>                               | <b>PAGE</b> |
|---|-------------|
| TITLE PAGE                                    | i           |
| ACKNOWLEDGEMENT                               | ii          |
| TABLE OF CONTENT                              | iii         |
| LIST OF FIGURES                               | iv          |
| EXECUTIVE SUMMARY                             | v           |
| <b>1. INTRODUCTION</b>                        |             |
| 1.1 Background of The Study                   | 1           |
| 1.2 Problem statement                         | 2           |
| 1.3 Purpose of The Study                      | 3           |
| <b>2. COMPANY INFORMATION</b>                 |             |
| 2.1 Background                                | 4           |
| 2.2 Organizational Structure                  | 5           |
| 2.3 Products/Services                         | 6-7         |
| 2.4 Technology                                | 8-10        |
| 2.5 Business, marketing, operational strategy | 11          |
| 2.6 Financial achievements                    | 12          |
| <b>3. COMPANY ANALYSIS</b>                    |             |
| 3.1 SWOT                                      | 13-14       |
| 3.2 Consumer Trend Canvas                     | 14-19       |
| <b>4. FINDINGS AND DISCUSSION</b>             | 20-23       |
| <b>5. CONCLUSION</b>                          | 24          |
| <b>6. RECOMMENDATION AND IMPROVEMENT</b>      | 25-26       |
| <b>7. REFERENCES</b>                          | 27          |
| <b>8. APPENDICES</b>                          | 28          |

## LIST OF FIGURES

| <b>LIST OF FIGURES</b>                                     | <b>PAGE</b> |
|--|-------------|
| Figure 1: The organization Structure                       | 5           |
| Figure 2: Date Milk  | 6           |
| Figure 3: Chocolate Milk                                   | 6           |
| Figure 4: Orange Milk                                      | 6           |
| Figure 5: Corn Milk  | 6           |
| Figure 6: Strawberry Milk                                  | 7           |
| Figure 7: Original Dadih                                   | 7           |
| Figure 8: 200 ml milk with bigger and smaller cup of dadih | 7           |
| Figure 9: 200 ml milk, 500ml milk and smaller cup of dadih | 7           |
| Figure 10: Pasteurizer Machine                             | 8           |
| Figure 11: Homogenizer Machine                             | 9           |
| Figure 12: Packaging Machine                               | 10          |
| Figure 13: Logo Instagram                                  | 11          |
| Figure 14: Logo Facebook                                   | 11          |
| Figure 15: High Technology Refrigeration                   | 22          |

## **EXECUTIVE SUMMARY**

This subject exposes about the business management for the function and how entrepreneurship works. This subject is also designed to expose young people on how to operate for their own business. This subject had numerous objective and guidance that will help the people.

Therefore, this is an attempt to know how the theories can help student to apply for their own career. As a student in UITM Machang, it is a part of study for everyone to undergo a case study project. For this purpose, we got the opportunity to research the milk company which is Zaileha Milk Industry.

Firstly, in this report the general information of the company has been collected. Information is gathered through many resources such as social media and by interview.

Secondly, this report contains the specialized subject study. The objective of this project is to work on their background, organizational structure, products and services that Zaileha Milk Industry provides. Next, we also study about the technology that used to make milks and dadihs, business, marketing and its operational strategy used by the company as well as their company achievement regarding how they manage their financial. The achievements that their gain from the management were also been studied.

Last but not least, we analysed their weaknesses, strength, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from existing consumers, we analyse and find solution to overcome and fulfil their needs in Consumer Trend Canvas analysis. Therefore, this study will help student in their future.