



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ بِاَمَارَا
UNIVERSITI
TEKNOLOGI
MARA

KEROPOK CAP PESAWAT



COMPANY ANALYSIS

KEROPOK CAP PESAWAT

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EXECUTIVE SUMMARY

Small and Medium Industry (SMI) sector have grown extensively and plays an important role in the economy of Malaysia. SMI development has affected much local food for commercialization. Keropok Cap Pesawat company was a small industry. It has been operating since March 2003. By opening this company, it has given an opportunity to the resident nearby to grab a job at this company. The main problem that have been faced by Keropok Cap Pesawat Company is poor management that cause the worker do not have discipline in themselves and also lack of technology such as machine that can make the work easier. the worker should be interview before hired them to know their personality and skills that they have. Maybe by doing that, owner will understand and know his worker. Owner also should do an investment on machine in order to make his work easier so he do not need to much worker and fired the worker that have an discipline problem. Besides, in this case study, we will analyze the Strengths, Weakness, Opportunity and Treats (SWOT) analysis.