



اَوْبُو سَيْتِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

Haji Zainol Food Industries Sdn. Bhd

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND
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INDUSTRIES SDN. BHD

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ACKNOWLEDGE

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, Most Beneficent and Most Merciful.

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Executive Summary

The subject ENT600 Technology Entrepreneurship teaches students to use the modern technology to find the solutions in their daily life. The case study is importance in gaining experience in real life business operations and management. To complete this case study, I have given the opportunity to have an interview with a local food company Haji Zainol Food Industries Sdn Bhd that located in Alor Setar. I have chosen this business because the business is a local family run business that produces their own product and their product have made quite popular at the local area.

I have the occasion to visit their company business operation and also have collected a full load of information about the business during my interview session with the owner of the company. The owner shared a lot of information about their business strategies and marketing plan for the business. He also shared the operation that conducted for their business and their improvement on the weakness in the business this is because they always wanted to produce a good quality product that can expand their target market and have loyal customers.

In this case study, I will be using SWOT analysis to analyse the strengths, weaknesses, opportunities and threats for the company. By using SWOT analysis, I can develop new ideas on how to improve the company business so that they will be more successful and profitable.