



اُنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS BENTENG JAYA ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY SCIENCES : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME : BACHELOR OF SCIENCE (HONS.) MATHEMATICS
SEMESTER : 6
PROJECT TITLE : COMPANY OF BENTENG JAYA ENTERPRISE
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ACKNOWLEDGEMENT

Allhamdulillah, thank to Allah SWT for giving me chance to experience and increase my knowledge thus giving a chance for completing this case study report for technology entrepreneurship (ENT600) subject. Thank for the blessing and guidance for all this long.

I am very thankful to Madam Nurul Syaqirah Zulqernain, our lecturer for subject ENT600 for valuable guidance, keen interest and encouragement for this period

Last but not least, to my family and my friends with their support and attention for me to completing this report.

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EXCECUTIVE SUMMARY

This report is about the case study on the selected company to find the technology based solution on the problem that faced by the company. The case study take place at Benteng Jaya Enterprise that mainly activities is on breeding and supplying frozen quail meet to consumers demands around Johor. The information regarding the company such as company background, product and services, technology and business and operational strategy were collected. This report also include the problem that can be drawn from the information given based on analysis thus provide the suitable solution. One of the problem that be state in this study is lacking in marketing strategies thus proposed solution is increase the advertisement using online platform. Lastly, this report also include other problems with solutions that can help the company in increasing their productivity and business plan.