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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.