



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



MYKORI

かき氷 dessert cafe

**COMPANY ANALYSIS  
MYKORI DESSERT CAFE**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME : FSKM (CS241)**

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## **ABSTRACT**

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company name Mykori Dessert Café. In the first part of the project report, the general information of the company has been collected. Information is gathered through the secondary sources. For the second part of the report, it contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products and services that Mykori Dessert Café provides. Next, I study about the technology of ice maker, which is basically a normal technology used by the staff to make ice shaved for the customers as well as business, marketing and its operational strategies used by the company to promote their products. Lastly, I do research on how to improve their business.

Keywords: Mykori Dessert Café, Company, Business

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