



COMPANY ANALYSIS RIZQ KASEH RESOURCES

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

**FACULTY / PROGRAMME: SCIENCE COMPUTER AND MATHEMATICS / CS241
STATISTIC**

GROUP : CS241/6A

PROJECT TITLE : RIZQ KASEH RESOURCES COMPANY CASE STUDY

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ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah the Almighty, for His showers of blessings and strength throughout the completion of this case study successfully.

I would like to express a deep and sincere gratitude to Cik Nur Aishazwanie Shahrulazhar, lecturer of ENT600 UiTM Kota Bharu for providing the opportunity and guidance throughout the completion of this assignment. Next, I would like to thank to the owner of Rizq Kaseh Resources, Encik Roslan bin Osman for all the information and knowledge through my visit to his company site.

This case study could not have been accomplished without helps from my classmate, who give valuable comment and suggestion to improve this assignment. Last but not least, I would like to express my greatest gratitude to anyone who involve direct or indirectly in the completion of this assignment.

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EXECUTIVE SUMMARY

The case study is one of the theories that can be applied about the company technology to the realistic situation. The report would have the ability to perform a research on the selected organization for the purpose of performing the case study. The company carrying out the analysis is Rizq Kaseh Resources currently located in Karangan, Kedah. The general information had been collected in the first place. The information is gathered through the primary sources by face to face interview method and secondary sources by additional information from the internet.

Moreover, the objective of the study is to work on the background, organizational structure, products that Rizq Kaseh Resources provides and produces. The technology that we used for Rizq Kaseh Resources is stingless bee honey suction pump. The demand of stingless bee honey is high locally and internationally due to the limited production in Malaysia. According to Agriculture and Agro-based Industry Minister Datuk Seri Ahmad Shabery Cheek, the honey from stingless bee (kelulut) can be the national super food as it is rich in anti-oxidants and also good for health and stamina. Thus, the company are using physical marketing such as peddler to the community to promote the product. Besides that, the company also using social media such as Facebook as initiative to market the product of stingless bee honey. The solution of building the innovated trap-nest for stingless bee are quite interesting to overcome the natural process of stingless bee during the swarm process where workers from the mother nest choose a new cavity and start to prepare it by cleaning and bringing nest material from the mother nest.

In the case study, the company analysis that used is SWOT analysis. In SWOT analysis, the study analysed the strength, weaknesses, opportunities and threats of the company in real business world. Every four elements are taken to get the overall finding about Rizq Kaseh Resources in the overall picture. The overall picture is significant to obtain an idea before conduction the New Product Development.