



جامعة تكنولوجى مارا  
UNIVERSITI  
TEKNOLOGI MARA  
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# CASE STUDY

## GLOBAL FROZEN FOOD COMPANY

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**NAME: FATHIN AFIFAH BINTI ZAINAL ABIDIN**

**MATRIC NO: 2017282824**

**Submitted to**

**MISS NUR AISHAZWANIE BINTI SHAHRRULAZHAR**

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## **1. INTRODUCTION**

### 1.1 Background of Study

This study is to find solution for problem that entrepreneur may encounter since they start their business. In this study, I have done a research on frozen food company which is called Global Frozen Food company. This company was selected as a reference for completing this case study because of problem they encounter may needed solution to develop a new product or do some innovation to existence product that ideal for them.

### 1.2 Problem Statement

There are several problems identified from the company. One of the problems identified in Global Frozen Food Company is they are lacking of man power. Some of the ‘kuih’ cannot use machine to make it hence they need people to make it by hand for the example lepat pisang, samosa or popiah. Thus, the large number of worker is needed for this company.

Second problem identified is that they have fewer machine to make ‘kuih’. Thus, they need to take a longer time to make ‘kuih’ and this will slow down their process to make ‘kuih’. Besides, the demand from the customers is increasing day by day, so if the ‘kuih’ they produce is insufficient that day than they will lost their profit.

Lastly, the problem that identified is raw material that they need to use is high cost. Thus, it is hard to find new suppliers that are suitable for them which is the suppliers who are supply on the lower cost on their stock for frozen food.

### 1.3 Purpose of Study

The aim of this study is to identify the problems of the frozen food company which needed a suitable solution by using technology. Thus, it will help the company to cope and strive for a better achievement in the future.

Besides, it also helps me to understand more on the sustainable technology business entrepreneurship and how it can be put in place in the current industry.