



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
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COMPANY ANALYSIS

SERI PENA ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

As a final year student in statistics at Universiti Teknologi Mara (UiTM), we must take Fundamentals of Technology Entrepreneurship (ENT600) course. This course teach us how the theories can be applied to practical situation. So, we got the opportunity to study a company that developed the same product we want to develop. First step of the report is that collect the general information about the company. Information is gathered through the face-to-face interview and WhatsApp application. Each information is then divided into sections which are background of company, financial statement, marketing strategy and problems encountered. From our visits and interviews we can identify the problems this company faces and the shortcomings we can help through innovation. For this case study, using SWOT analysis, we examined this company's powers, vulnerabilities, opportunities and challenges in the real business sector. Therefore, from the needs and demands of the current customers of this business, we analyzed and found a way to address and satisfy their needs, making it our creativity or innovation to start in the new product development (NPD) task.