



COMPANY'S NAME : SERI PENA ENTERPRISE (BUDU)

STUDENT NAME : DIYANA BT ABD HAMID

STUDENT ID : 2017404776

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MATHEMATICS (CS241)

GROUP : CS241/6B

LECTURER NAME : PUAN YUSRINA HAYATI BINTI NIK  
MUHAMMAD NAZIMAN

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## **EXECUTIVE SUMMARY**

The case study project is one of the theories that can be applied to practical situation regarding the technology of the business. For the purpose of conduct the case study, the study gives the opportunity to make a research about the selected company. The company that have been conducted is Seri Pena Enterprise Sdn Bhd. Seri Pena Enterprise currently based in Bachok, Kelantan. The general information had been collected in the first place. The information is gathered through the primary sources by face to face interview.

In the second part of the report, the objective of the study is to work on the background, organizational structure, products and services that Seri Pena Enterprise provides and produces. The business that had been conduct at Seri Pena Enterprise is more focusing on budu. The demand of budu is high among East Cost people. Besides that, the company also using social media such as Facebook as a initiative to market the product of budu. Most of the production in this company did not use machine and depends on human source. They have only one machine which is machine for refinishing the anchovies Lastly, the study focus on financial management of the company as well as how the company manage to gain the achievement from the financial management. Every business must design a strategy for achieving the company vision. Strategy is an action plan to achieve the goals and vision.

In the case study, the company analysis that used is SWOT analysis. In SWOT analysis, the study analysed the strength, weakness, opportunities and threats of the company in real business world. Every these four element are taken to get the overall finding about Seri Pena Enterprise in the overall picture. The overall picture is important to get and idea before conduction the New Product Development (NPD).

## **1. INTRODUCTION**

### **1.1. Background of study**

In order to find a suitable topic for a case study which key element is to identify the product that has a significant potential to be innovated, the group figured it would be useful to study a product that many people or company use or needed.

Considering the daily need for human, it would lead to the foods. It never be anything else such as food if people were asked about the basic needs for human. I decide to choose one of the budu's factories at Bachok, Kelantan for this study which need to connect with technology. Almost all expenditure for production was decreasing. This may happen because the technology use in this sector not sophisticated compared to others Southeast Asia country.

### **1.2. Purpose of Study**

The purpose of the case study is to fully get access the detail of this product and its company to detect possible flaws and product regarding aspects that can be picked up by the group's member to come up with the best implementation of our innovations that were going to be added to the given problem. At the completion of this study the goals is to have evaluated a broad innovation concept which implementation in the blue print will then occur more smoothly and without any aspect missing. The case study therefore is supposed to regard this matter from each and every direction to provide all the needed information for a fitting business plan.

### **1.3. Problem Statement**

There are many problems that this company have faced. It include with the time consuming of the production. Since Seri Pena did not use the machine, they use most of the human sources in the production and caused time consuming. As we know that human are not efficient as a machine. Other than that, this company have problem in picking the location for the factory. This budu's factory located in interior cause outsider does not have any information about this factory. This will lead to customer shortage. Last but not least the problem that we have been discovered at this company is they lack of promotion in social media. They say that they do not need to promote their product since they already have their own wholesaler. The problem of the study is regarding the impact of technology in business of budu in Malaysia. The study also needs to explore that how technology can ease the business regarding budu that need the high amount of product to be market domestically and internationally.