



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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COMPANY ANALYSIS : WARUNG KITA

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1. FIGURE 2.1: ORGANIZATIONAL STRUCTURE

EXECUTIVE SUMMARY

This study is focus on a case study of the company Warung Kita, the name of the restaurant is Warung Kita. It is located in Jalan Tanjung Tokong Lama, Georgetown, Penang. For the mentioned purpose I have an interview session with the owner through phone call about the company information on SWOT analysis. Learning the current condition of strength, weaknesses, opportunities and threats can help a development in business strategies. It is a common tool for a better planning and a kind of brainstorming. The strategy to enhance the technology and marketing of the business is a very critical thing because you need to be brave in order to try a new methodology. Besides, the problems finding from the company is by the SWOT analysis and how the owner come out with the solution to handle the problems.