UNIVERSITI TEKNOLOGI MARA

COMPANY ANALYSIS

ZAILEHA MILK INDUSTRY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME   : SCIENCE COMPUTER & MATHEMATICS

SEMESTER   : 6

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EXECUTIVE SUMMARY

This subject exposes about the business management for the function and how entrepreneurship works. This subject is also designed to expose young people on how to operatefor their own business. This subject had numerous objective and guidance that will help the people.

Therefore, this is an attempt to know how the theories can help student to apply for their own career. As a student in UITM Machang, it is a part of study for everyone to undergo a case study project. For this purpose,I got the opportunity to research the milk company which is Zaileha Milk Industry.

Firstly, in this report the general information of the company has been collected. Information is gathered through many resources such as social media and by interview.

Secondly, this report contains the specialized subject study. The objective of this project is to work on their background, organizational structure, products and services that Zaileha Milk Industry provides. Next, I also study about the technology that used to make milks and dadihs, business, marketing and its operational strategy used by the company as well as their company achievement regarding how they manage their financial. The achievements that their gain from the management were also been studied.

Last but not least, I have analysed their weaknesses, strength, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from existing consumers, Ianalyse and finds solution to overcome and fulfil their needs in Consumer Trend Canvas analysis. Therefore, this study will help student in their future.