



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kelantan
Kampus Machang



COMPANY ANALYSIS

SMILING ORCHID BAKERY & CAKE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: CS- FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
SEMESTER	CS249- BACHELOR OF SCIENCE (HONS.) MATHEMATICS : 6
PROJECT TITLE	: REPORT ON CASE STUDY
STUDENT	MOHAMED ZUHEEL BIN ZAID (2017412678)

LECTURER: PN. WAN MASNIEZA WAN MUSTAPHA

ACKNOWLEDGEMENT

We would like to express our deepest appreciation to all those who contributed to the completion of this report. We would like to convey our deep appreciation to Puan Intan and the staffs of Smiling Orchid Bakery & Cake for their cooperation and willingness in doing the interview. Many thanks also to all group members who have shown great commitment and exemplary attitude towards the completion of this project.

A special gratitude also goes to our lecturer, Madam Wan Masnieza binti Wan Mustapha who contributed in stimulating suggestions and encouragement, helping us to coordinate this case study well especially in writing this report.

Lastly, a special thanks to our family for their moral and financial support during preparation of this report. These commitments enable us to succeed in completing this report on time. Thank you.

TABLE OF CONTENT

TERMS OF REFERENCES
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii-iv
LIST OF FIGURES	v
LIST OF TABLES	vi
EXECUTIVE SUMMARY	vii
1.0 INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Statement	1
1.3 Purpose of the Study	2
2.0 COMPANY INFORMATION	3
2.1 Background	3
2.2 Organizational Structure	5
2.3 Products or Services	6
2.4 Technology	6
2.5 Business, Marketing and Operational Strategy	7
2.6 Financial Achievements	9
3.0 COMPANY ANALYSIS	10
3.1 Strengths, Weaknesses, Opportunities, Threats (SWOT)	10
3.2 Consumer Trend Canvas (CTC)	13

4.0 FINDINGS AND DISCUSSION	16
5.0 CONCLUSION	18
6.0 RECOMMENDATION AND IMPROVEMENT.....	19
7.0 REFERENCES	21
8.0 APPENDICES.....	22

LIST OF FIGURES

Figure 1: Logo of Company.....	4
Figure 2: Flowchart of Company's Organization.....	5
Figure 3: Products of Company.....	6
Figure 4: Front view of the bakery.....	22
Figure 5: With manager So Yu Cheng.....	22
Figure 6: With interviewee Puan Intan.....	22
Figure 7: License of business.....	23
Figure 8: Inside of the bakery.....	23