



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **COMPANY ANALYSIS**

### **S. F. ZAS TRADING**

#### **TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY** : FACULTY SCIENCE COMPUTER AND  
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# TABLE OF CONTENT

|   | <b>PAGE</b> |
|---|-------------|
| TITTLE PAGE                                   | i           |
| ACKNOWLEDGEMENT                               | ii          |
| TABLE OF CONTENT                              | iii         |
| LIST OF FIGURES                               | iv          |
| LIST OF TABLES                                | iv          |
| <b>EXECUTIVE SUMMARY</b>                      | v           |
| <b>1. INTRODUCTION</b>                        |             |
| 1.1 Background of the study                   | 1           |
| 1.2 Problem Statement                         | 1           |
| 1.3 Purpose of The Study                      | 2           |
| <b>2. COMPANY INFORMATION</b>                 |             |
| 2.1 Background                                | 3           |
| 2.2 Organizational Structure                  | 4           |
| 2.3 Products/ Services                        | 6           |
| 2.4 Technology                                | 7           |
| 2.5 Business, marketing, operational strategy | 12          |
| 2.6 Financial Achievements                    | 12          |
| <b>3. COMPANY ANALYSIS</b>                    |             |
| 3.1 SWOT                                      | 13          |
| 3.2 Consumer Trend Canvas                     | 15          |
| <b>4. FINDINGS AND DISCUSSION</b>             | 19          |
| <b>5. CONCLUSION</b>                          | 20          |
| <b>6. RECOMMENDATION AND IMPROVEMENT</b>      | 21          |
| <b>7. REFERENCES</b>                          | 23          |
| <b>8. APPENDICES</b>                          | 24          |

## **LIST OF FIGURES**

- Figure 2.2.1 : The organization structure
- Figure 2.3.1 : Products of the business
- Figure 2.3.2 : The first label used
- Figure 2.4.1 : Rolling machine use to flat the dough
- Figure 2.4.2 : Mixer machine use to mix the dough
- Figure 2.4.3 : Potato cutter machine use to cut potato into dice shape
- Figure 2.4.4 : Tray rack use to store 'Kueh' before putting it into the oven
- Figure 2.4.5 : Oven use to bake the 'Kueh'
- Figure 2.4.6 : Small oven use to bake the 'Kueh'
- Figure 2.4.7 : Steamer use to steam 'Kueh'
- Figure 2.4.8 : Freezer use to freeze the product
- Figure 2.4.9 : Cold Room use to store the frozen food products
- Figure 8.0.1 : The owner of S.F. Zas Trading
- Figure 8.0.2 : The certificate of the business
- Figure 8.0.3 : The picture with the owner and manager of the business

## **LIST OF TABLES**

## **EXECUTIVE SUMMARY**

The purpose of this study is to examine how the theories can be practiced to real life situations. As a part of subject ENT 600, every student must complete a case study in group of two or three person. Thus, S.F. Zas Trading which focus on producing frozen foods is chosen, currently based in Kelantan, Malaysia.

This project report starts with study and collects the general information of the company. Primary and secondary sources are used to gather the information.

Next stage includes the specialized information of S.F. Zas Trading. Firstly, this study investigates the background, organizational structure, products and services provided by the company. Also, the technology used in producing the frozen food is studied, where some steps are still done manually using labour workforce. In addition, the business, marketing and operational strategy of the company to introduce, promote and widen the scope of their products which is quite interesting and challenging since the number of rivals increases by days. Lastly, this study works on the company financial achievements related to the company's financial management as well as achievements gained from it.

Goals portray the targets that the company wants to achieve in long or short term, while strategy is the actions involve in planning to achieve the goals. Strategy may determine the period of a company to resolve their goals. A good strategy includes the marketing strategy and an effective management.

In this case study, the theory of SWOT analysis is applied onto the real business world, where strengths, weaknesses, opportunities and threats of S.F. Zas Trading are analysed. Other than that, this study also applies Consumer Trend Canvas (CTC) analysis where the needs and demands from the existing customers are examined. Then, a solution to meet their needs is provided.