



COMPANY ANALYSIS

KEKABE BY FENDI ISLAM

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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IN THE NAME OF ALLAH, THE MOST GRACIOUS, THE MOST MERCIFUL

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EXECUTIVE SUMMARY

This case study intends to define a business strategy which can be used in the production of a new company. As a student, it is important to have an experience on conducting a case study for actual business activities. Kekabe by Fendi Islam is chosen as the company for this case study. This company located in Dungun, Terengganu.

Since we are now in the pandemic of COVID-19, the researcher needs to find some relevant information about the company from the social media and a short interview by call. The researcher manages to get some history of the company like when the company start the business, how many workers and others.

In addition, the researcher manages to analyses some aspects of the company that include strengths, weakness, opportunities, and threats by using SWOT analysis. From the analysis that being made by the researcher, there are several lists of general issues or problems that researcher able to identify for this company. By using the problems as the indicator, the researcher also has recommended some alternative and best solutions for the major problems that are currently faced by the company. Hence, these alternatives can be applying or practiced by the owners of the company for the business purposes.