



CASE STUDY REPORT

EZY DURIAN

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **EXECUTIVE SUMMARY**

This report provides an analysis and evaluation to the chosen company which is EZY Durian in order to complete the task given on the scheme of work on ENT600 Technology of Entrepreneurship. EZY Durian is a local business that sells durian. In this particular case study, we analyzed the business from every aspect through S.W.O.T analysis. First and foremost, the strengths of this company are a Bumiputera brand, strategic location with 3 branches and lagged in adapting new technology. As for the opportunity, they have the chance to partnerize with other fruit business, expand their business into overseas and economic force. Last but not least, the threat that this company might potentially face are increasing in large competitors, new entrants and also the advancement in technology. Furthermore, we also managed to identify the problem that the business is facing in terms of the technology advancement which the company is lacking in adaptation with new technologies.