



اَوْبُوْرَسِيْتِي تِي كُوْلُوْجِي مَارَا  
UNIVERSITI  
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**UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN**



**COMPANY ANALYSIS  
NS HARMONY MARKETING**

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

**FACULTY & PROGRAMME: FACULTY COMPUTER AND MATHEMATICAL SCIENCES  
& CS241**

**SEMESTER: 6**

**PROJECT TITLE: YESS DADIH POWDER**

**NAME: SUWAIBAH AFIQAH BINTI MOHD SUKHAIRI**

**LECTURER: PUAN YUSRINA HAYATI NIK MUHAMMAD NAZIMAN**

**TITLE PAGE:**

**Company Analysis of YESS Dadih Powder**

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## **EXECUTIVE SUMMARY**

From the case study I was able to find out the strengths and weaknesses an organization uses as their footholds through the help of SWOT analysis. Only I can build on that strength and focus on the weakness after I have analyzed the strength and weakness to turn that weakness into leverage someday. Moreover, I become aware of the opportunity and threat that enwreathe this line of business, I can better exploit this to either gain more mileage or to avoid some unwanted predicament that can drag us down. The line between opportunity and threat is thin since some opportunity maybe a threat, but every threat there is an opportunity to learn.

The most reasonable ways to improve the 'YESS' dadih powder is by adding the small mixer machine. It is because it will have good effect on the production of the company