



COMPANY ANALYSIS

RAMLAH SALLEH SERUNDING

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY REPORT

FACULTY	: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME	: BACHELOR OF SCIENCE (HONS.) STATISTICS
GROUP	: CS2416D
PROJECT TITLE	: COMPANY ANALYSIS FOR TECHNOLOGY ENTREPRENEURSHIP
GROUP MEMBER	: AMALIN AISYAH BINTI MOHD NAWAWI
STUDENT ID	: 2019316139
LECTURER	: MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

DATE OF SUBMISSION:

26/11/2020

ACKNOWLEDGEMENT

First and foremost, I want to thank ALLAH S.W.T and His messenger, Prophet Muhammad S.A.W. it is because of His blessing, I manage to finish the report regarding to the case study for the subject Technology Entrepreneurship (ENT600). May Allah pardon and forgive our weakness and bestow us with knowledge and help us. Finally, I managed to finish up this report with great enthusiasm and determination.

I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. A special thanks to my lecturer, Madam Yusrina Hayati Nik Muhammad Naziman who help me to find the ideas and also help me to finish the report of case study. I would also like to thank her for give us some examples relevant to the subject of the study. We would not have been able to finish this study without her help.

Moreover, I also want a special thanks to my parents who always prayed well for me. Thanks to my parent because they do not give up for giving encouragement, enthusiasm and invaluable assistance for me. Besides, thanks to all my friends who always share their knowledge to me and always support me when doing this project on the time that are given. Finally, I apologize all other unnamed who helped me in various ways to help me finish this report

Finally, not to be forgotten to the owner of the Ramlah Salleh Serunding, Mr. Muhammad Farhan and their staffs for their kindness and the cooperation in helping us for getting the information during the process of completion for this report of the case study. Without their cooperation it is impossible for me to finish the report.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	Error! Bookmark not defined.
LIST OF FIGURES	Error! Bookmark not defined.
LIST OF TABLE.....	Error! Bookmark not defined.
EXECUTIVE SUMMARY	Error! Bookmark not defined.
1. INTRODUCTION	1
1.1 Background Of The Study	1
1.2 Problem Statement	2
1.3 Purpose Of The Study	3
2. COMPANY INFORMATION	4
2.1 Background	4
2.2 Organizational Structure	5
2.3 Product/Services	6
2.4 Technology	7
2.5 Business, Marketing, Operational Strategy	8
2.6 Financial Achievement.....	8
3. COMPANY ANALYSIS	9
3.1 SWOT	9
4. FINDINGS AND DISCUSSION	10
5. CONCLUSION.....	11
6. RECOMMENDATION AND IMPROVEMENT	13
7. REFERENCES	14
APPENDICES	15

LIST OF FIGURES	Pages
Figure 1: Organizational structure	5
Figure 2: ‘Serunding daging’ and ‘serunding ayam’	6
Figure 3: The various types of products	6
Figure 4: Machines that process the ‘serunding’	7
Figure 5: One of the staff is making the ‘serunding	7

LIST OF TABLES

Table 1: Company background of Ramlah Salleh Serunding	4
Table 2: SWOT Analysis of the company	9

EXECUTIVE SUMMARY

This case study assignment is to identify how the company managed their business from raw materials until its ready to market. The company that I had chosen and focused to investigate more details on is Ramlah Salleh Serunding. 'Serunding' is a famous as a traditional food that originating from Kelantan. Ramlah Salleh Serunding is located at Kampung Laut, Tumpat, Kelantan. Before this, I have done an interview session with the owner of the company to collect the information of the company. For instance, background of the company, organizational structure, product and services. Besides that, I also study other activities like business, marketing and strategy that used to maintain or to reach their goals.

With utilization of SWOT, I learned and analysed the current condition of strengths, weaknesses, opportunities, and threats that can help development in business strategies. SWOT analysis is used because it helps to concentrate the company activities into areas where the company is strong and where the greatest opportunities lie. So, I can know and find a solution to overcome each problem that the company has faced. Besides, these alternative solutions can be practiced by the owner for business progress.