



COMPANY ANALYSIS

RZ GARDEN ENTERPRISE SDN.BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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PROGRAMME	: BACHELOR OF STATISTICS
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Yours truly,

Nik Muhamed Azim Bin Megat Anuar

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1. INTRODUCTION

1.1 Background of study

ENT600 is an entrepreneurship subject that introduces the latest industry to students. Students must identify any business that has registered with SMEs in this subject and perform an interview in order to complete a case study. Students are given the opportunity to choose those from any background who run a business, such as beautician, construction company, advertising company, owner of food trucks, and many more. The interview session may be conducted either with the owner or with the company's employees. During the interview, the SWOT analysis is used to recognise all the strengths, limitations, prospects and also the company's risks. Students need to determine the subject regarding the issue of the business on the basis of the information gathered from the interview and identify a product that has significant innovation potential. The case study is given as an early training or a way of thinking for those students who want to start a business.

1.2 Purpose of Study

This case study is carried out in order to obtain information of the products which have been done by the company. The purpose of this analysis was also to determine whether there were any potential defects in the goods that could create problems for the company. If the challenge has been established, all the members of the community must come up with the best possible method of creativity in order to address the issue facing the company.

The aim of the case study is to provide students with deeper knowledge or information about the current industry. In addition, it also includes all the details required for an effective business plan. Students are always introduced to real business in the current industry using a case study methodology. In addition, students can know how to deal and operate a profitable business with challenges and obstacles.