



COMPANY ANALYSIS

PADANG STANG MAJU ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600: CASE STUDY)

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EXECUTIVE SUMMARY

The case study project is one of the theories that can be applied to practical situation regarding the technology of the business. For the purpose of conduct the case study, the study go the opportunity to make a research about the selected company. The company that the study conducted is Padang Stang Maju Enterprise. Padang Stang Maju Enterprise currently based in Gerik, Perak. The information had been collected in the first place. The information is gathered through the primary sources by face to face interview method and secondary sources by additional information from the internet.

In the second part of the report, the objective of the study is to work on the background, organizational structure, products and services that Padang Stang Maju Enterprise provides and produces. There are several technologies that has been used by Padang Stang Maju Enterprise to produce their “bahulu”. Besides, during the interview the owner also tell about the strategies on how the company promote their products and achievement of this company. In this case study, the company analysis that has been used is SWOT analysis. In SWOT analysis, the study analysed the strength, weaknesses, opportunities and threats of the company in real business world.

In short, when using SWOT to evaluate the company, we also discovered the problems that the company faced. Management, marketing and seasonal products are the issues we can see in this business. Other than that, the position of the business is difficult to locate, employees complain that they are struggling to put the batter into mold and need to work faster.

We also found a great potential to raise revenue from the above approach that we obtain from this case study if the technology change is made based on the problems. These four elements are taken to get the overall finding about Padang Stang Maju Enterprise in the overall picture. The overall picture is important to get an idea before conduction the New Product Development.