



اَوْنِيَوَسِيَّتِي تَتِيكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

KERIA BALL
The mini

COMPANY ANALYSIS

THE KERIABALL ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

From the case study that has been conducted it gives an idea to us on how to apply the technology solution to help the company to run the production smoothly. It's a such good experience for us as a statistic student to get exposed to real-world business activity. This case study gives us the opportunity to us make an interview with the owner of THE KERIABALL ENTERPRISE itself which the company produce a famous Keria ball in Selangor.

Before we started the case study, we have done some research about the Malaysia online foodservice industry since our country was suffering the COVID-19 crisis which gives an impact on all SME company especially in the foodservice industry. This is important research so that we can get more information about the foodservice industry in our country. After we gather all the information about this industry, we continued our research with conducted a phone interview and doing an observation of the company that we choose. From the interview, we get all the information about the company such as company background, organizational structure, product/services, business marketing strategy, operational strategy, and technologies that have been used in the company. During the interview session, we also identify the company strengths, weaknesses, opportunities, and threats through the SWOT analysis.

From the analysis, we also can identify the problem that's has been faced by the company. The problems that have been faced by the company are is the time taken of the production to shape the keria ball, hard to find a lower price and good quality sweet potatoes, the appearance of many competitors from the same product line, and sales drop during the festive season because doesn't get a lot of response from the customer.

After we identify the problems that we have gain from the case study, we can come out with an idea about technology solutions that can boost their production and sales. Therefore, this report will explain more details about the technology solution that can help THE KERIABALL ENTERPRISE.