



اوپنورسیتی تیکنولوژی مارا  
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MARA



## COMPANY ANALYSIS

KAORI CHA

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

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## **EXECUTIVE SUMMARY**

This paper focuses on a case study for a business based in Kota Bharu, Kelantan, named Kaori Cha. By Whatsapp call, I have an interview session with the business owner and the company's general knowledge has been obtained. Kaori Cha is the name of the company. The business has been in the market for roughly more than 1 year. They sell drinks which are bubble tea drinks that have been trending. The technology used by the company was the Digital POS System to monitor the company's sales report and also to identify the month's best-selling. The company's strength is that its products are attractively packaged and packed and their quality flavor is inexpensive and reasonable. They sell different plus special kinds of drinks as well. They are in order to adapt to a different target market than other places and are able to grow and open franchises in other regions. The company's challenges are that there is a small number of workers employed in each section, poor quality of service, and an uncomfortable place to wait.