



اَوْنِيُوْرَسِيْتِي تِيكِنُوْلُوْكِ مِيَارَا
UNIVERSITI
TEKNOLOGI
MARA

COMPANY ANALYSIS

BER ONE AGRO

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
PROGRAMME : BACHELOR OF SCIENCES (HONS.) STATISTICS
GROUP : D2CS2416D
PROJECT TITLE : COMPANY ANALYSIS FOR TECHNOLOGY ENTERPRENEURSHIP
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DATE OF SUBMISSION

26 NOVEMBER 2020

ACKNOWLEDGMENT

We begin in the name of Allah, Most Beneficent and Most Merciful. Praise to Allah SWT for providing us with great health, strength and emotional supporting for the completion of this case study report as one of the requirements that need to be accomplished in the course work assessment for subject Technology Entrepreneurship (ENT600).

First and foremost, we would like to thank our dear lecturer, Madam Yusrina Hayati Nik Muhammad Naziman for the valuable guidance and advice. She inspired us greatly to make this report. Her willingness to motivate us contributed tremendously to our report. We also would like to thank her for showing us some examples that related to the topic of the report. Without her help, we would not be able to complete this case study report.

There are a lot of challenges that we face such as finding the right successful entrepreneur for interviewing. Therefore, not to be forgotten to the owner of the Ber One Agro, Mr. Zulkafli bin Saidin and their staffs for their kindness in helping us during the process of completion for this case study report. Beside that the purpose we choose Ber One Agro as my topic because we want to get more information about how Ber One Agro works by expending this business and make profit.

TABLE OF CONTENTS

| TITLE PAGE | PAGE |
|---|-------------|
| ACKNOWLEDGEMENT | I |
| TABLE OF CONTENTS | II |
| LIST OF FIGURES | IV |
| LIST OF TABLES | V |
| EXECUTIVE SUMMARY | VI |
| CHAPTER 1 INTRODUCTION | |
| 1.1 BACKGROUND OF THE STUDY | 1 |
| 1.2 PROBLEM STATEMENT | 2 |
| 1.3 PURPOSE OF THE STUDY | 3 |
| CHAPTER 2 COMPANY INFORMATION | |
| 2.1 COMPANY BACKGROUND | 4 |
| 2.2 ORGANIZATIONAL STRUCTURE | 5 |
| 2.3 PRODUCTS / SERVICES | 6 |
| 2.4 TECHNOLOGY | 7 |
| 2.5 BUSINESS, MARKETING, OPERATIONAL STRATEGY | 9 |
| 2.6 FINANCIAL ACHIEVEMENTS | 11 |
| CHAPTER 3 COMPANY ANALYSIS | |
| 3.1 SWOT | 12 |
| 3.1.1 Element of a SWOT Analysis | 13 |
| CHAPTER 4 FINDINGS AND DISCUSSION | |
| 4.1 FINDINGS | 17 |
| 4.1.1 Manpower | 17 |
| 4.1.2 Restricted Time in Planting Pineapples | 17 |
| 4.1.3 Wild Animal Attacks | 18 |
| 4.1.4 Lack of Marketing Strategy | 18 |

| | |
|---|----|
| 4.1.5 Competitors from the same Product Line | 18 |
| 4.1.6 Highest Demand | 18 |
| 4.2 DISCUSSION | 19 |
| 4.2.1 Hire International Workers | 19 |
| 4.2.2 Cut the Time in Planting Pineapples | 19 |
| 4.2.3 Make a Trap | 19 |
| 4.2.4 Upgrade the Strategy of Marketing | 19 |
| 4.2.5 Compete with the Competitors | 20 |
| 4.2.6 Planting More Pineapples | 20 |
| | |
| CHAPTER 5 CONCLUSION | 21 |
| CHAPTER 6 RECOMMENDATION AND IMPROVEMENT | 22 |
| REFERENCES | 23 |
| APPENDICES | 24 |

EXECUTIVE SUMMARY

This study has provided an idea of how technology solutions can be used in real life, based on what students have heard about entrepreneurship in technology. As a statistical student, a case study on actual business activity is relevant for everyone. To complete this case study, we got the opportunity to interview the owner of the Ber One Agro which is one of the agriculture industries located in Changlun, Kedah.

Before the actual study was done, we had done some study on articles related to the agriculture industry since we only want to focus on planting pineapple. This is important for us to understand more about the agriculture industry especially in planting pineapple. We then collect the company's general information through interviews using WhatsApp application since now is the season of pandemic Covid-19. Company background information, services and technologies used in the company were gathered. Furthermore, the strategies on how the company promotes their products and accomplishments of this company are collected using above methods. In collecting the information, the strengths, weakness, opportunities, and threats of the organization have been established through SWOT analysis.

In short, we also noticed the problems facing the company when we evaluated the company using SWOT. In this company, we see issues related to employees because of inadequate employees and lack of expertise, weather, limited product, and competitors. Moreover, employees complain that they had limited time in planting pineapple since they need to use more energy and easily get tired. Other than that, many crops are destroyed because of wild animals like monkeys and pigs.

Finally, we also found a great potential to raise revenue from the above solution that we obtain from this case study if the technology change is made based on the problems. In this report, we will therefore describe in detail how those technologies can give benefit to Ber One Agro.