



اَبْنُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## COMPANY ANALYSIS



**PERUSAHAAN ROTI SURIA**

## TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

<b>FACULTY:</b>	FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES
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## **EXECUTIVE SUMMARY**

Depending on what students learned about technology entrepreneurship, this research was done to provide an idea of how to implement technology solutions in real life. As a student, witnessing a case study for real business activity is relevant for everyone. In order to complete the task, we got a chance to interview Roti Suria company as it based on food company which is producing breads product.

Research on the food industry must be done just before actual study is completed as to know more further about the topic related. Through this interview and observation, we gathered some data related to the business. Any of the company's information is gathered such as the history of the company, organization structures, product design and techniques used to produce products.

By analysing using SWOT, we are able to recognise the strengths, limitations, opportunities and threats of the organisation while collecting some information. The problems detect from the SWOT analysis are coming from marketing advertising, needing for improvement of production product. Moreover, the company should provide more benefit to the employee if they do not want to lose their workers.

There are some solutions from the problem above stated which are needing an experience worker in marketing and advertising and many others solution for the issues related to the company. According to the above problems, we notice that if the technology development is focused on the problems, there are great opportunities to expand revenue.