



اَوْنَبُوْزَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
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COMPANY ANALYSIS

SHAHZIN BAKERY & CAFÉ

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

As a final year student for Bachelor of Science (Hons.) Statistics, the student is mandatory to take this Technology Entrepreneurship (ENT600) subject. This subject gives the students chance to explore the entrepreneurship world. It is expectedly challenging to achieve quick technology due to the students' inexperience. Thus, this subject gives exposure to the business, technology involved when doing business, and the technology used to produce the business well. The entrepreneurship field is trendy around the world. It is one of the resources economists that manufacture goods or provide services that can increase the economy.

For this subject, the students are required to search for any company that is registered under SME. The students are asked to interview the company, but a face-to-face interview is not recommended because of the pandemic. However, email, a telephone interview is acceptable. During the interview, the students need to ask about the problem that the company is facing. Then, any alternative solution needs to be planned to solve the problem that the company stated during the interview. All the processes will need to be written as a case study report. Finally, conclude the findings and give recommendations and any suggestions to improve the company in the future.

Briefly, the selected company was analyzed by using SWOT analysis and found out the weaknesses and threats that the company is facing and identify it as problems such as inadequate staff to handle the jobs properly, small workplace, many competitors around the area and last but not least, inconsistent demand from the customer that lead to inconsistent revenue. After that, the discussion will give a few solutions to overcome the problems that might affect the company.

Finally, a few innovations and solutions were identified during the discussion process. This case study report will explain the innovation that Shahzin Bakery & Cafe can consider to overcome its problems.