



## **COMPANY ANALYSIS MOUTHGASM HQ**

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

**FACULTY** : Faculty Computer and Mathematical Sciences (FSKM)  
**PROGRAMME** : Bachelors of Science (Hons) Statistics  
**GROUP** : CS2416E  
**PROJECT TITLE** : Company Analysis for Technology Entrepreneurship  
**STUDENT NAME** : Nur Nasehah Binti Zanudin  
**STUDENT ID** : 2019328885  
**LECTURER NAME:** Yusrina Hayati Binti Nik Muhammad Naziman

## **ACKNOWLEDGEMENT**

Alhamdulillah, I am grateful to Allah S.W.T for the completion of this case study within the time given as one of the requirements that needs to be accomplished in the course work assessment for subject Technology Entrepreneurship (ENT600).

This case study has been prepared with the cooperation and support from many people. Thus, first, I would like to thank my dear lecturer Madam Yusrina Hayati Binti Nik Muhammad Nasiman for giving me some advice and guidance on every stage of this case study. She has been a great help by providing useful information to me. Without her, I would not be able to complete this case study.

Besides, other special thanks to the owner of Mouthgasm HQ, Tuan Shahrul Shafiq Bin Rosni and his team for their cooperation given by providing me the information needed was also greatly appreciated. Without their help, I am not able to finish doing this case study.

Through this case study, I manage to become more organize and natural in dealing with problems that occur during this case study. This case study covers organization, marketing, operation, financial and any other information needed by a new entrepreneur as a guide to starting their business.

Not to be forgotten, I would like to thank my parents for their support to me while finishing this case study. Lastly, to those who had involved and contributed directly or indirectly to this case study, I am very grateful to them for the effort and initiative that they have shown until I successfully completed this case study. I hope this case study report can give us a bit of insight into the Entrepreneurship world and facts about how to become an entrepreneur in the future.

## TABLE OF CONTENTS

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	1
<b>CHAPTER 1: INTRODUCTION</b>	
1.1 Background Of The Study	2
1.2 Problem Statement	3
1.3 Purpose of the Study	3
<b>CHAPTER 2: COMPANY INFORMATION</b>	
2.1 Background	4
2.2 Organizational Structure	5
2.3 Products/Services	6
2.4 Technology	7-8
2.5 Business, marketing, operational strategy	9-12
2.6 Financial achievements	13
<b>CHAPTER 3: COMPANY ANALYSIS</b>	
3.1 SWOT Analysis	14
<b>CHAPTER 4: FINDINGS AND DISCUSSION</b>	15-17
<b>CHAPTER 5: CONCLUSION</b>	18
<b>CHAPTER 6: RECOMMENDATION AND IMPROVEMENT</b>	19
<b>REFERENCES</b>	20
<b>APPENDICES</b>	21

## **LIST OF FIGURES**

Figure 2.2 Organizational Chart for Mouthgasm HQ	5
Figure 2.3 Product of Mouthgasm HQ	6
Figure 2.6 Total average sales forecast	13

## **EXECUTIVE SUMMARY**

The focus of entrepreneurship is on learning real-life skills that help students lead remarkable lives in a fast-changing world. At the end of this case study, I was able to gain new knowledge about entrepreneurship in the real world aspect. The SWOT analysis has helped me to evaluate the Mouthgasm HQ business performance and I have been able to recognize certain SWOT aspects of the business that can be changed over time.

SWOT analysis which involves Strengths, Weaknesses, Opportunities, and Threats is important to help the company improve their business efficiency, since it analyses completely and points out the advantages and the disadvantages of the company compared to other companies. The company may evaluate its business strategy through the analysis of SWOT by implementing a variety of strategies.

Mouthgasm HQ is a business that sells a trendy chocolate snack which being called a Choco jar. The company is located at Seri Iskandar, Perak. Their main competitor is online sellers who sell the same food product. The business makes up the competition by selling their products at a more affordable price with high-quality taste. The company only promote their business and products through advertisement on Social Media such as Instagram, Facebook, and Shopee.

The company's vision is to go global and enter international markets and to increase potential demand. Their mission is to provide various choices of premium and high-quality taste food products at affordable prices. They wish to offer wholesome, fairly priced, and ethnically diverse food product options.

The analysis of this case study gives students who want to start their own business early planning or thinking about the product development cycle and to create their own specific business ideas.