



COMPANY ANALYSIS

IADZ ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Technology Entrepreneurship focusing on giving student theory on how to be an entrepreneur by also applying technology in the process of entrepreneurship. The case study that student need to be done is to give exposure to them on how real entrepreneurship work. The case study make student to be more alert on the business process of the chosen company.

For this case study, students have been assigned to find any SME company in Malaysia. Throughout the case study process been done, student need to make any finding regarding the SME Company in Malaysia. Since SME in Malaysia been divided by few sector, students are free to choose any sector that can help them on this case study.

Student should choose SME Company that not simply running a business to gain profit, however, the student should choose a company that they can see the process of business that the company run. Since, this course relating entrepreneurship and technology, a company that involve on the production is been recommended to be chosen.

Therefore, for this case study IADZ Enterprise has been chosen to be SME company that will be analyzed and solving any possible problem. IADZ Enterprise is a company that involve in activities of manufacturing and distribution of food, the process of the company heavily relied on the smooth operation process.

Since the recent circumstances that occur in Malaysia, there is a restriction to done any face to face interview. Therefore, research on the company relied heavily on the videos of production, interviews, articles that involve with the company.

Through the research that has been done online, student should be able to tackle any strength, weakness and possible problem that can be solved by using the recommended technology.