



TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY FACULTY

**& PROGRAMME** : FSKM & CS241

**SEMESTER** 6

**PROJECT TITLE** : COMPANY ANALYSIS FOR TECHNOLOGY  
ENTREPRENEURSHIP

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## **EXECUTIVE SUMMARY**

This study is conducted to give an idea on how to apply a solution in real life based on what students learned about technology entrepreneurship. To complete this task, we got the opportunity to gain knowledge about Natural Wellness Holdings Sdn Bhd which is an emerging niche market : Islamic Medicine by searching their company website.

Before the actual study was done, we had to do some research on the Natural Wellness industry since our main focus is wellness industry. This is important so that we can understand more about the industry. Then, we gathered several information related to the company through website. Some information of the company such as the company background, organizational structure, product design and techniques used to make products were collected. While gathering some information, we were able to identify the company's strengths, weaknesses, opportunities and threats through analysis of SWOT.

In brief, while analyzing the company by using SWOT analysis, we found out the problems that this company faced. The problems that we can see in this company are about management, location and competitors. Other than that, there is not enough workers to complete the demands of the customers since the orders created is too much.

From the above problems, we found out that there is a great potential to boost the sales if the technology improvement is made based on the problems. Thus, in this report, we will explain in detail about how those technology can help Natural Wellness Industries Sdn Bhd.

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## **CHAPTER 1: INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Technology Entrepreneurship (ENT600) is a subject that needs to be taken by all students of UiTM irrespective of their courses. This course gives guidelines and expose students to the business orientation. Learning entrepreneurship is very different from learning other subjects. The very concept of the subject is to help the students identify their strength and talents. Learning entrepreneurship exposes students to numerous opportunities to learn how to think critically and analyze their surroundings. Being aware of all the important factors and seeing how they affect each other is the foundation of a smart decision-making process. This is not something that can be learned from a book. Students need to be exposed to a real-world example and learn from their own experience.

### **1.2 PROBLEM STATEMENT**

Halal industry is growing worldwide. The theory of halal indicates to the manner of producing goods and services in the way that is authorized by Islamic law (Bohari, 2017). Most company in Malaysia strive to get the halal certificate in order to gain trust from their own customers. The SMEs is crucial since it contribute significantly to the tourism industry in Malaysia (Aziz et al., 2012). In most countries, the SMEs monopolize the industrial and commercial infrastructure (Deros et al., 2006).

Complete range of Syariah compliance and Halal certifications and recognition. “The unshakeable belief that continuous efforts to seek the pleasure of Allah swt spurs us to achieve unity of purpose both of dunya with a’khira as well as personal and organisational values”.

### **1.3 PURPOSE OF THE STUDY**

Trend is to “go back to nature”. Demand increasing for “natural”products such as consumer increasingly health conscious, consumer health related spending increasing and consumers thinking that natural products are the “healthier option” The idea that products from the West are of higher quality due to adherence to standards and introduction of new active substances. Main focus is on the research and development of medicines and health products to improve health through scientific innovations on the principles of pharmacodynamics and pharmacokinetics.

This study is important to ensure that they can survive in the business world by upgrading the operation of the business from time to time to become more efficient, organized and attractive toward the customer so that they can able to compete with their competitors.