



COMPANY ANALYSIS

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TECHNOLOGY ENTERPRENEURSHIP (ENT600) : CASE STUDY

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The purpose I choose Sawit Raya Oil (Kelantan) Sdn. Bhd as the topic because I want to get more information about how the company works by expanding this business and make profit.

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary source as well.

In the second part of the report, contains specialized subject study. Objective of the project is to work on the background, products and services that Sawit Raya Oil provides. Next we study about technology of Sawit Raya Oil refine and pack cooking oil in Kelantan which is basically a normal technology used by company as well as business, marketing and its operational strategy used by the company to promote their products which we find quite interesting.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving their goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weakness, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and making it as our innovation to be continued in new Product Development Task.