



COMPANY ANALYSIS

Z&Z NIAGA SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This study is focus on a case study of the company Z&Z Niaga Sdn.Bhd, a local food producer and supplier company which produced various type of sauces such as chilli sauce, tomato, vinegar and others using traditional recipe located at Machang, Kelantan. This company had been about 20 years in the food industry in Malaysia. At Z&Z Niaga Sdn.Bhd, they focus on creating, distributing, importing, exporting and selling food products based on sauces, crackers and spices. They also producing products that targeting quality standard of world class, halal, clean and delicious. This product is a well-known brand among Malaysia especially for Kelantanese. Looking at their pricing, they certainly successful in providing the most affordable dipping sauces in Malaysia.

SWOT analysis used to identify the company current condition of strength, weaknesses, opportunities and threats in order to help a development in business strategies. By the SWOT analysis, this business faces a few major problems, but there are still a few alternative solutions to solve these problems. The strategy to enhance the technology and marketing of the business is a very crucial thing because every SMEs need to be advance in order to try a new methodology.