COMPANY ANALYSIS

PRM FOODS & MARKETING SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE / BACHELOR IN SCIENCE STATISTICS

SEMESTER: SEMESTER 6

PROJECT TITLE: CASE STUDY PRM FOODS & MARKETING SDN BHD

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EXECUTIVE SUMMARY

This course explains business management for the purpose as well as how entrepreneurship functions. This course is also intended to teach young people how to run their own businesses. As a result, this is an attempt to learn how the theories can assist students in applying for their own careers. For this reason, PRM Foods & Marketing provided me with the opportunity to conduct research on the rice manufacturing industry. To begin, the general information about the organization has been gathered in this study. Many resources are used to collect information, including social media, news articles, journal articles, and interviews. Second, the advanced topic analysis is included in this article.

The aim of this system is to get to know PRM Foods & Marketing's background, organizational structure, products, and services. Following that, I researched the technologies used to produce rice and the various types of rice flour, as well as the company's marketing and organizational strategy, as well as their company's accomplishments in terms of how they handle their finances. The accomplishments that they gained from management were also examined. Finally, I used SWOT analysis to assess this company's weaknesses, strengths, opportunities, and threats in the real business world. Therefore, this research will benefit students in the future.