



MUAFAKAT ITU BERKAT

COMPANY ANALYSIS

KOOP MINI MART FSK 6 UITM PUNCAK ALAM

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: Health Science (Dietetics)
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PROJECT TITLE	: Business Interview at Koop Mini Mart FSK 6 UiTM Puncak Alam
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ACKNOWLEDGEMENT

Above all, we would like to express our gratefulness to Allah S.W.T for the strength and opportunity to complete this case study after going through all the challenges. A huge appreciation for our lecturer Madam Hj. Zanariah Bt Zainal Abidin for her guidance, advice and encouragement. She inspired us tremendously to work in this case study starting from the beginning toward the end that enabled us to develop an understanding of the task given. Not to be forgotten, Muhammad Syarin B Abd Hamid, the worker at Koop Mini Mart FSK 6 UiTM Puncak Alam which had given us opportunity to interview him regarding the case study.

Finally, a special thanks to all our friends especially our fellow classmates who had willing to lend a helping hand throughout this task. Most importantly, we would like to express our deepest gratitude to our beloved family for their infinite love and countless support throughout our life. Without persistent help and dedicated support from particulars mentioned above, this task might face many obstacles or have never been completed. Alhamdulillah, praise to Allah almighty for what we had achieved during completing the case study.

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EXECUTIVE SUMMARY

Mini Koop is one of the shops in Faculty Health Science Of UiTM Pucak Alam. This shop sells variety of items including foods, beverages, stationary, beauty accessories and also printing service. As the place of the shop is not strategic and small space, this contributes to problems to this shop. Nevertheless, the major problems of this shop is too many competitors as there were others shop at that area that more strategic. Thus, there are some solution to solve this problems including give flyers to students, manage the shop properly but the best solution is to expose the shop through internet website, social media likes instagram, twitter and whatsapp as students nowadays are more toward advance technology. Thus, the shop can promote their items through the website and social media which can make student know the existence of the shop and enliven the shop by having many customers come to the shop.

1. INTRODUCTION

1.1. Background of the study

This study was conducted at Mini Koop that located at Faculty of Health Sciences. The main purpose of this study was to determine the flow of management and the problems of the business operation. The Mini Koop can also be considered as convenience store as it sells daily equipment such as foods, drinks and stationaries. Other than that, this shop also provides printing services. Therefore, it also known as one stop centre for the customer as they can buy any items and get printing services as well at one time. It is a fast service and customer may save their time as the location of this store is near and in the same building with student's classes. Moreover, even though the price of the items might be more expensive than the price at the hypermarket or supermarket, it is still suitable and affordable for the customer to buy. Therefore, it is very convenience for the lecturers or student to get their daily items from the stores. However, there are few standard operating procedures (SOP) that need to be followed by the organizer and few enhancements that may be done in order to ensure that the business is operating well

1.2. Problem statement

To study the limitation or the management and also the competition of other new store nearby. The recommendation that can be suggested is to hire more workers and also to increase the marketing strategies by promoting more through social media and banners. Moreover, the organizational structure also could be done in order to ensure the business may run smoothly. Therefore, with this effort it can help to increase the efficiency of the business and also at the same time help to increase the profit of the business.