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UNIVERSITI
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MARA



COMPANY ANALYSIS

MAK WAN ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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CASE STUDY**

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EXECUTIVE SUMMARY

Mak Wan Enterprise, Tumpat, Kelantan, is the business I selected for this case study. Wan Hasmah Binti Wan Semail founded Mak Wan Enterprise in 2001, and she was aided in managing the factory by her son, Mohd Ghazali Bin Che Cob. Following the death of Wan Hasmah Binti Wan Semail, the management of Mak Wan Enterprise has been taken over by his son Mat Zuki Bin Che Cob.

Based on my interview with Mr. Mat Zuki, I discovered that there are issues with the technologies received by Mak Wan Enterprise. Problems faced when using current technologies include the fact that they are often unable to meet consumer requests due to a shortage of products. This is related to the reasons that existing systems are unable to produce many products. Mr Mat Zuki said that they would update the store because there was a large demand for the product. So, to solve the issue, I have some ideas for Mr. Mat Zuki. I hoped that the suggestions submitted would aid in increasing the quality and distribution of his company's products.

2.3 PRODUCTS/SERVICES

Over the last 20 years, Mak Wan Enterprise has produced a variety of products as well as provided services. Instant crackers, pieces crackers, and lekor crackers are among the products produced. Mak Wan Enterprise's service includes the delivery of crackers to all of their customers.



FIGURES 2.1



FIGURES 2.2

Instant Crackers



FIGURES 2.3

Lekor Crackers



FIGURES 2.4

Pieces Crackers