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UNIVERSITI
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COMPANY ANALYSIS

FAIZA COMPANY SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF SCIENCE COMPUTER AND MATHEMATICS

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PROJECT TITLE : SMART PACKAGING WHEAT FLOUR

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TABLE OF CONTENT

	PAGE
TITLE PAGE	
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	ii
LIST OF FIGURES	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1. Background of The Study	1
1.2. Problem Statement	1
1.3. Purpose of The Study	1
2. COMPANY INFORMATION	
2.1. Background	2
2.2. Organizational Structure	4
2.3. Products / Services	5
2.4. Business, marketing, operational strategy	6
3. COMPANY ANALYSIS	
3.1. SWOT	9
4. FINDINGS AND DISCUSSION	
4.1. Findings	12
4.2. Discussion	13
5. RECOMMENDATION AND IMPROVEMENT	15
6. CONCLUSION	17
7. REFERENCES	18
8. APPENDICES	20

EXECUTIVE SUMMARY

The study was performed to examine, enhance, and analyze the company product through their problem and recommend a solution to those problems. The problem or weaknesses that company encountered are some packaging of the product are defects, the packaging cannot be recycled since it is plastic, and the products are hard to find in grocery stores in rural area. All the problems have their recommendation solution which are the product that is ready for commercialization should go through an inspection to check on the packaging condition and durability examination to prevent the defective product from being released to the market. These inspections can be scheduled occasionally to determine either the product should be improvised or not. Furthermore, this would aim to ensure that only the best of the best goods is delivered to consumers to maintain their values. Next problem the alternative solution is actively engage in creativity and R&D with their specialist technologist staff to produce a high-quality packaging item. Another alternative is to substitute or replace the existing raw material (Low-Density Polyethylene (LDPE)) with another material, such as a standup pouch. They are tough and durable and made of several laminated layers. Therefore, they are scratch-resistant and more durable. Minor scratches do not tear them, and they can be used to ship flour over long distances. They also protect the contents from germs and moisture. As far as recycling goes, used bags can be placed into a bin with other plastics and will usually have a recycle code of ARE 7. When the pouches are recycled, they are ground up and used along with other plastics to make plastic benches or various other products. They are also landfilled friendly but like cardboard, newspaper, and plastic bags, are not biodegradable. Based on the findings and recommendation, those weaknesses that the company faced can be solved. Thus, according to the solution it can help the Faiza Company in producing very quality product also free from defects products and achieved in customer satisfaction. As a result, they will be able to maintain their business growth, developments, and more accomplishments in the future.

2.3 Products / Services

Faiza products are all well known as muslim trusted products. They have a lot of various types of rice, spices, and otherwise. Faiza's products are:

- Rice
 - Basmathi
 - Faiza emas
 - Taj mahal
 - Kashmir
 - Moghul

- Spices
 - Meat curry powder
 - Fish curry powder
 - Bukhari powder
 - Rendang powder
 - Briyani powder
 - Kurma powder
 - Soup powder

- Vermicelli
 - Rice vermicelli
 - Siam rice vermicelli

- Wheat flour
- Salt
- Soy sauce
- Others



Figure 2.5 Wheat flour by Faiza Company