COMPANY ANALYSIS

CANTINAWEST ENTERPRISES

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY & PROGRAMME	ARCHITECTURE, PLANNING AND SURVEYING (AP220)
SEMESTER	8
PROJECT TITLE	SOLAR COOKER
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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

This project is an attempt to know how the theories can be applied to a practical situation. As a student in UiTM Arau, I need to undergo a case study for my project. In order to achieve the purpose of this study, I got the opportunity to learn new knowledge about my topic from the same company that produce the similar item as my topic which is Cantinawest Enterprises based in United States of America.

In this first part of the project report, I able to collect some information of the company such as background of the company, technology used and another product produce by them.

In the second part, through the SWOT analysis, I able to figure out the strength, weakness, opportunities and threats of this company and come out a better technology that can be implemented in the company to handle the current issues. The improvement may enhance and fulfill the demands' quality from clients.

2.3 Products/Services

2.3.1 Products

Solar Cooker at Cantinawest provides the most comprehensive information and reviews on solar cooking anywhere on the internet. They test the products to bring clients the best in the solar cooking world. Whether clients are here to Learn How To Build A Solar Cooker or clients are ready to Purchase their next Solar Cooker, clients will find what they are looking for right here at Solar Cooker at Cantinawest! The first and most important thing to understand about solar cooking is there are 4 main types of solar cookers. Each type corresponds to an appliance in a standard kitchen. Just the same as you would bake, fry, microwave and slow cook, clients can get the same results with these solar cookers.

Table 2.3 Box Oven Cookers

Product	Description
 The All American Sun Oven	• This oven replaced the longtime Global Sun Oven which had been manufactured for almost 30 years! Sun Ovens International has introduced a new and improved Sun Oven which caters to the needs and cooking styles of everyone across the globe! • The All American Sun Oven has a larger capacity now; allowing it to hold many standard sized cake pans, cookie sheets and other cookware in addition to the line of Graniteware Pots and Pans
 SunFocus Solar Hybrid Oven	• The SunFocus Solar Hybrid Oven is the latest solar cooker to come onto the market and is one of just a few that are actually manufactured here in the United States. • The unique feature of the Tulsi Hybrid, or the low wattage electrical heating element built