



اَوْنُوْرَسِيْتِيْ بِاَتِيْكُوْلُوْ كِيْ مَارَا
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**CASE STUDY: COMPANY ANALYSIS
MYJ NATURALLE SDN. BHD**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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TABLE OF CONTENT

NO.	TITLE	PAGE
1.	EXECUTIVE SUMMARY	5
2.	INTRODUCTION	
	2.1 BACKGROUND OF THE STUDY	6
	2.2 PURPOSE OF THE STUDY	7
3.	COMPANY INFORMATION	
	3.1 BACKGROUND	8
	3.2 ORGANIZATION STRUCTURE	9
	3.3 PRODUCTS / SERVICES	10
	3.4 BUSINESS, MARKETING, OPERATIONAL STRATEGY	12
	3.5 FINANCIAL ACHIEVEMENTS	14
4.	COMPANY ANALYSIS (SWOT)	
	4.1 STRENGTH	15
	4.2 WEAKNESSES	15
	4.3 OPPORTUNITIES	15
	4.4 THREATS	16
5.	FINDINGS AND DISCUSSION	17
	5.1 MAJOR BUSINESS PROBLEMS	17
	5.2 ALTERNATIVE SOLUTION TO PROBLEMS	18
	5.3 ADVANTAGES AND DISADVANTAGES	19

1. EXECUTIVE SUMMARY

MYJ Naturalle was founded on July 9, 2020, in Kota Kinabalu, Sabah and is located there. MYJ Naturalle is a business that specializes in agricultural, food manufacture, and retailing. MYJ Naturalle is a family business that leverages their land as an asset to build a crop farming model, the results of which are then transformed into value-added products. Essentially, MYJ Naturalle wishes to create a whole supply chain model from farm to factory to product to client, with the goal of eventually entering the worldwide market. Their products are designed with the goal of attempting to provide both raw materials and high-quality products. MYJ Naturalle has produced four tangible products.

Finally, this report includes an introduction, company information, company analysis, findings and decisions, as well as a conclusion.

2. **INTRODUCTION**

2.1 Background Of The Study

Students pursuing this bachelor's degree at UiTM are required to take this subject, Principles of Entrepreneurship (ENT530), in order to provide advice and introduce them to a business perspective. Students must conduct a case study on a small/medium-sized business and are required to conduct interviews with any them in order to understand more about the challenges that the business is having, then analyze and examine the problem to discover the solution.

The purpose of entrepreneurship education is to teach basic the know-how, skills and motivation to promote business success in a number of environments. Entrepreneurship education focuses on developing abilities or traits that allow opportunities to be created where other employment would not provide to students with such an enormous and unique chance. Being in a business industry gives us diverse information and expertise, such as a wise decision-making process and a skilled team leader.

Next, education in business teaches students how to develop an innovative technique to improve critical thinking. Students can learn the knowledge of entrepreneurship from the experience of other entrepreneurs in this case analysis. This is a great opportunity for pupils to get the knowledge in the future.

Finally, the primary aim of the report is, using the SWOT technique of analysis, the problem facing companies as a result of the COVID-19 pandemic. In this process the strength, weakness, opportunities and threats of the company were analyzed.

2.2 Purpose Of The Study

A case study is an explanation of an action, event, or problem that incorporates a real or hypothetical circumstance and the intricacies that you would encounter in business. Case studies are used to show how the complexities of real-life decisions impact decisions. The word case study refers to both an analysis method and a specific research methodology for investigating an issue.

Next, the main objectives are to analyze and identify the problems faced by business owners especially during this global pandemic COVID-19 and by using strength, weaknesses, opportunities and threats (SWOT) method.