



## **CASE STUDY: COMPANY ANALYSIS**

### **THE MIX PROJECT**

#### **PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

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## **EXECUTIVE SUMMARY**

The Mix Project was founded on beginning of this year and located in Dengkil Selangor. It was created by Puan Azra Rahman which is 30 years old and graduated in architecture from University Technology Malaysia Sri Iskandar. The Mix Project is a business that specializes in selling fudgy brownies pre-mix. The Mix Project also has four people who work at their company which is Puan Azra as the manager and owner, her beloved husband as an operations manager and two members as the production team.

Essentially, The Mix Project was launched after the owner made some studies on independent cake firms and she founded that it was valuable to start the business regarding on what she has studies. She also has the goal of eventually entering the worldwide market.

Since they were selling the most competitive product, their product is designed with the goal of attempting to provide an easy way to make a fudgy brownie without fail as the brownies itself has premium ingredients which consist of imported chocolate and cocoa powder. Finally, this report also includes an introduction, background of the study, company information, company analysis, finding and discussion as well as conclusion.

# **1. INTRODUCTION**

## **1.1 BACKGROUND OF THE STUDY**

Strategic planning is a method to help an organization to be productive and sufficient of information to achieve goals. In fact, strategic planning is a key for a successful strategic management.

SWOT analysis is one of the phases in a strategic management process which include internal and external analysis. With the SWOT analysis, an organization can choose and create an appropriate strategy.

SWOT analysis or the SWOT matrix was developed in the 60s by Albert Humphrey. He led a research project at Stanford University to analyze data of the 500 largest corporations reported by Fortune magazine. As a result, they had created a method that quickly turned into an exercise used by all the world's leading companies in formulating strategies.

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. A SWOT analysis is simple yet powerful. It can identify framework for leveraging the company; strengths, improving weaknesses, minimizing threats, and taking the greatest existing advantages of opportunities. It can be used for studying a various of business.