



COMPANY ANALYSIS

KEDAI ROTI HEYKAL

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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First of all, I would like to thank UiTM for giving such an opportunity for students to learn this subject. This course makes me realize that doing work by learning theories not giving so much help as we did it practically. All students might able to score in the examination but not everyone can survive in the world full of challenges. This subject also makes me realize that I need to prepare for strong mental and physical to overcome challenges waiting outside.

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Executive summary

The final year statistics students have to take the entrepreneurship course to get to how the world outside is working without only rely blindly on theories. Studying entrepreneurship gives many benefits for students because it teaches people to develop unique skills and high order thinking skills. Moreover, it creates confidence and opportunity for students. To complete this research, we first need to do a case study. I choose Kedai Roti Heykal as the case study because I want to develop something for the bakery sector.

In the first part of the report, the general information of the business has been collected. Data collection is gathered through a personal interview with the owner, observation, and internet.

The objective of this study is to make the bakery shop running smoothly by easier the worker works. It starts to identify the problems faced by companies. From that problem, we can think of several solutions and choose the best solution to create a new product. This is the most crucial time as we need to find the uniqueness of our innovation and make it as different as possible from someone else so that the plagiarism issue won't appear.

Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and effective management. In this case study, we analyzed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis.

The ability to think critically is essential to the success in the world of business because being aware of all the important factors and seeing how they affect each other is the foundation of a smart decision-making process.