



KHM FOOD INDUSTRIES SDN. BHD.

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FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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TABLE OF CONTENTS

			Page
		TABLE OF CONTENT	I
		EXECUTIVE SUMMARY	II
		ACKNOWLEDGEMENT	III
1.0		INTRODUCTION	
	1.1	Background of the Study	1
	1.2	Problem Statement	2
2.0		COMPANY INFORMATION	
	2.1	Background of the Company	3 - 4
	2.2	Organizational Structure	5
	2.3	Product of the Business	6 - 7
	2.4	Business, Marketing and Operational Strategy	8 - 9
	2.5	Financial Achievement	10
3.0		COMPANY ANALYSIS	
	3.1	Strength	11
	3.2	Weakness	12
	3.3	Opportunity	12 - 13
	3.4	Threats	13
4.0		BUSINESS PROBLEM	14
5.0		RECOMMENDATION AND IMPROVEMENT	15
6.0		REFERENCES	16
7.0		APENDICES	17 - 20

EXECUTIVE SUMMARY

This report provides an analysis and evaluation of the current prospective of the company and its problems and difficulties held by the management and the administrations departments. Methods of analysis included the interviews with top management, the human resource manager and words of mouth from various sources.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well. In the second part of the report, it contains the specialized subject study. Objective of the project is to identify on the background, organizational structure, products and services that provided by Mamart Food company. Next, we study about the technology of the company used, which is basically a normal technology used by food manufacturer, as well as business, marketing and its operational strategy used by the company to promote their products which we find quite interesting. Lastly, research on the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

The report finds that the prospects of the company in its current position are positive, as even though many difficulties were dealt with, they were resolved with good strategies that prevent from any redundancy problems to occur. Aside from lack of exposure of the product during the early era this business stated, the company is well versed in handling hurdles that could potentially bring down sales. Some of the strategies include; strong and positive mentality of staffs, strict and revised standard of procedures, vary in attaining sources of materials and new product research and development. In this case study, we analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.

Results of information gathered and analyzed shows that most challenges that occur during the first year of the operating business, which were low demand of the products, lack of exposure of the product among the city people. This concludes our case study, which have accomplished the purpose of finding how an establishment resolve any problem or dispute on their business and any effects that may occur.

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Furthermore, I would also like to acknowledge with much appreciation the crucial role of the third Board of Director Mr. Hisham Mokhtar and the manager of Mamart Food Puan Nor Azlina Hamdi who are willing to be interviewed and share some of the necessary materials and information regarding the company for me to complete the task "Fundamentals of Entrepreneurship" case study report.

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1.0 INTRODUCTION

1.1 Background of the Study

A case study has been done on the chosen business company for this assignment. The report illustrated the inner workings and how the business operates, with insights on problems that arises and ways to resolve them. The task given was to find out on how a company could have issues and their procedure in handling them. The purpose of this study is to learn entrepreneurship at its basis, which are problems arise in the process of business and its management in handling it.

After conducting an interview with the top management, we realized how it is not easy to establish and maintain a business. Some of the challenges faced in the early years of opening are the demand that was below planned, marketing strategy not as strong enough to attract customers especially in the early years due to the lack of knowledge and awareness as it is something new back in the old days. Not only that, after they survived the first hurdle of the early years of the business, they also have problems in managements mainly because of the staffs.

Provided in the report are details on the background of the company, operational strategies, financial achievement, and the obstacles that reached the company upon gaining success throughout the years. Strategies and plans were executed to resolve issues that arise and finding ways to settle any misunderstandings that occurred. Along with the recommendation and improvement that can be applied making the business more thrive than before.