



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY : FACULTY OF SCIENCE COMPUTER AND MATHEMATICS (FSKM)
PROGRAM : BACHELOR SCIENCE (HONS.) STATISTIC
PROGRAM CODE : CS241
COURSE : TECHNOLOGY ENTREPRENEURSHIP
COURSE CODE : ENT600
SEMESTER : 6
CLASS : CS241/6C
ASSIGNMENT 1 : CASE STUDY ON FRENZ PET HOUSE AND SHOP
NAME : NUR AZREEN BINTI FAIZUL AZRAN
STUDENT'S ID : 2017282734

SUBMITTED TO

MADAM AZZAH BINTI AMRAN

SUBMISSION DATE

9/7/2020

ACKNOWLEDGEMENT

First and foremost, we are grateful to Allah S.W.T because we can complete the assignment on our case study regarding Frenz Pet House. Thus, we would like to acknowledge those who had gave us enormous help in finishing this proposal.

Firstly, we would like to thanks to Madam Azzah Binti Amran, our lecturer for subject Technology Entrepreneurship (ENT 600) for giving guidance and instruction to us throughout the classes to complete the tasks given. She always provides solution to any mishap and gave crucial information needed for us to complete the task given.

Overall, we are very grateful to those that have involved directly or indirectly in finishing our task. We are thankful for their cooperation and willingness in helping us in completing this proposal. We hope that all our time and effort in finishing the task was worth of the time.

In the meantime, we want to thanks to both of our parents for encouraging and supporting financially in the success of our group assignment. Besides, a big appreciation for the owner of the pet shop, Encik Razwan Bin Rahimi for spending his precious time allowing us to interview him regarding the pet shop.

Overall, we are very grateful to those who involved directly or indirectly in completing this task. We really appreciate their willingness. We hope our assignment is complete and will be receive. We have used our effort to search information and ideas and hoped our effort was worth it.

TABLE OF CONTENTS

Table of Contents

ACKNOWLEDGEMENT	1
TABLE OF CONTENTS	3
LIST OF FIGURES	4
LIST OF TABLES.....	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	6
1.1. Background of study.....	6
1.2. Purpose of study	7
1.3. Problem Statement.....	7
1.4. Supporting Theory	8
2. COMPANY INFORMATION.....	9
2.1. Background	9
2.1.1 Overview of the company	9
2.1.2 Details of Manager	10
2.4. Organizational Structure.....	11
2.5. Product and Service.....	12
2.6. Technology	13
2.7. Business, Marketing and Operational Strategy.....	13
2.8. Financial Achievements.....	13
3. COMPANY ANALYSIS.....	14
3.1 SWOT analysis	14
4. FINDING AND DISCUSSION	15
4.1. 4.1 FINDINGS	15
4.1.1. Arrangement of displayed products	15
4.1.2. Difficulty in handling the cat during grooming session	15
4.1.3. Difficulty in handling the cat feeding during non-office hours	16
4.1.4. Odours of cat litter that cause discomfort.....	16
4.2. DISCUSSION	17
5. CONCLUSION.....	18
6. RECOMMENDATIONS AND IMPROVEMENT	19
REFERENCES	20
APPENDICES.....	21

LIST OF FIGURES

Figure 1 Organizational Chart.....
10

LIST OF TABLES

Table 1 Company Information.8
Table 2 Details of manager.9
Table 3 The SWOT analysis of the product.13

EXECUTIVE SUMMARY

This case study is provided to the student since the project enable student to know more about a company situation and enable them to think out of a solution to handle them. As a UiTM student that learn ENT600, every student must take part in this case study. For this project, we interviewed Frenz Pet Zone and Shop in Kota Bharu, Kelantan.

One of the objectives for our project is to study on the background of the company, how the company works, and the products and services provided by Frenz Pet Zone and Shop. Other than that, we also look on how the shop handle their services, to identify the problems occurs especially on cat grooming as Frenz Pet Zone and Shop provided grooming and boarding services. Next, we also interviewed the manager on how they promote their business. Lastly, we also obtained some information on their financial achievements.

In this case study, we discussed on the problems faced by the company. In order to analyse the company more, we listed the strength, weakness, opportunities and threats of the company by using SWOT analysis. Thus, we invented an innovation to improve the technology used in the grooming services.