



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

BAYU BUMI ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Bayu Bumi Enterprise is a company in the frozen food industry. It has started its venture in this market for 16 years already. The company offers variety of product in their business for example frozen food, processed food, groceries, food wrapping, food storage and reusable cups. The major problem identified is that this company lack of male workers, high cost of maintenance and also it does not have a shop that is big enough to promote the varieties of their products. There are few recommendations suggested which are hiring male workers in their business, letting skilled person to handle machinery if any issues arise and also to expand their shop by buying or renting the shop unit beside their current shop.

CHAPTER ONE

INTRODUCTION

1.1 Background of The Study

Frozen food has become familiar in today's world due to its convenience while preparing the food. Nowadays, the world has rapidly change with the existence of technology and everything has to be fast and convenient.

According to Kennedy (2000), the frozen food industry has grown persistently for more than 70 years started from the moment Clarence Birdseye sold the first plate freezer. The frozen foods' age has been identified as an inexpensive and convenient 'junk' food. The study has also revealed that in order to be competitive in this contemporary world, manufacturer must provide products that are adequate for progressively educated people. Hence, to satisfy the demands from consumers, frozen food market has to offer ever-changing range of products.

Some frozen food company offers other items in the store for fulfilling the demands from the customers. Some times it is the combination needed for the frozen food product. For example, a frozen processed burger patty might need burger bun to have a complete combination. Most company in frozen food industry started off with little stocks and as time goes by, the company has got bigger, they can conquer larget market share and purchase stock in large quantity. At this stage, they offer a bulk buying for the customers so they can attract new entrepreneur especially to have bought their raw materials at a cheaper price.