



اَوَّلُ سَبِيْقِي تَكْوِيْنُ لَوْ كُنَّ مَبَادِرًا  
UNIVERSITI  
TEKNOLOGI  
MARA

## COMPANY ANALYSIS



**H.A LAKSA LAKSAM BERKUAH BERIS PINTU GERBANG**

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## **TABLE OF CONTENTS**

	<b>Page</b>
<b>TITLE PLAGE</b>	<b>1</b>
<b>ACKNOWLEDGEMENT</b>	<b>2</b>
<b>TABLE OF CONTENT</b>	<b>3</b>
<b>EXECUTIVE SUMMARY</b>	<b>4</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>5</b>
1.1 Background of the Study	5
1.2 Problem Statement	5
1.3 Purpose of the Study	5
<b>CHAPTER 2: COMPANY INFORMATION</b>	<b>6</b>
2.1 Background	6
2.2 Organizational Structure	7
2.3 Products/Services	7
2.4 Technology	7
2.5 Business, marketing, operational strategy	8
2.6 Financial achievements	8
<b>CHAPTER 3: COMPANY ANALYSIS</b>	<b>9</b>
3.1 SWOT	9
<b>FINDINGS AND DISCUSSIONS</b>	<b>10</b>
<b>CONCLUSION</b>	<b>12</b>
<b>RECOMMENDATION AND IMPROVEMENT</b>	<b>13</b>
<b>APPENDICES</b>	<b>14</b>

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Not to forget, this case study could not have been done without the support from my friends that helped me during the interview session, who give morale support and valuable comments to improve my report.

## EXECUTIVE SUMMARY

The case study project is one of the theories that can be applied to practical situation regarding the technology of business. For the purpose of conducting the case study, I chose Haris Laksa Laksam Berkuah Beris Pintu Geng out of several companies that I had interviewed before. Haris Laksa Laksam is located at Lot 2768, Kampung Pintu Gerbang, 16150 Kota Bharu, Kelantan. In the first part of the case study report, the general information of the company has been collected. In order to get the information about the company, my friends and I have had an interview session with the owner of the company.

In the second part of this case study report, it contains the specialized subject study. The objective of the project is to provide information on the background, organizational structure and services that Haris Laksa Laksam provides. Apart from that, I also studied about the technology that is being used in order to produce Laksa and Laksam which are modified steamer and huge pots. This machine is used to produce a high quality Laksa, Laksam and also the sauce (*kuah*). This part will explain the business, as well as the marketing and operational strategy used by the company to promote its service. Lastly, I also made some research regarding the company's financial achievements, regarding how they manage their finance and their achievement gained from financial management.

Based on the research about this company, I can analyze the strength, weakness, opportunities and threats of this company by using SWOT analysis. For its management, the business is a 100 percent 'bumiputera' business. The workers involved in the Laksa and Laksam production are all from Malay race. Currently, Haris Laksa Laksam is constantly supplying their product to the nearby local community.

# **INTRODUCTION**

## **1.1 BACKGROUND OF THE STUDY**

Technology Entrepreneurship (ENT600) is an entrepreneurship subject that needs to be taken by the entire student in UiTM. This course is entitled to introduce the current industry towards the student. This subject will teach the student on how to start and run their own business if they want to start a venture of their own. The students need to gain knowledge and skills in this particular area. For the new semester, the students are required to search for a new company and make an interview with the owner or the workers of the company. Besides, they also learn how to identify the problems and suggest solutions to the entrepreneur so that it will help them to overcome their problems. I need to make a case study written report based on the interview from the company. The case study is given as an early preparation or mindset for the student that want to start a new business.

## **1.2 PROBLEM STATEMENT**

This case study is conducted to analyze the real situation of the technology entrepreneurship. For this case study, I choose Haris Laksa Laksam to conduct our investigation. Haris Laksa Laksam main problem lies in the machinery aspect since currently they have only one modified steamer. As a result, the quantity of daily production is limited. Besides, the business is lacking in marketing platform. The business only uses Facebook as their marketing medium.

## **1.3 PURPOSE OF THE STUDY**

The purposes of this case study are:

- i. To identify the problem that arises in the business.
- ii. To suggest the technology that can improve the business.
- iii. To conduct SWOT analysis for the business.