



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

RESTORAN NASI ULAM CIKGU

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Kelantan Kampus Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, we got the opportunity to research a company which manufactured the same product that we want to develop, which is Nasi Ulam Cikgu Restaurant, currently stated in Kota Bharu, Kelantan.

For the project report, the first step is the general information of the company has been gathered and the information is gathered through the primary and secondary sources for example we interviewed the owner of Nasi Ulam Cikgu Restaurant and we also gathered information about Nasi Ulam Cikgu through the article through the internet. The second part is, specialized subject study which the objective of the project is to view background, organizational structure, products and services that have been provided in Nasi Ulam Cikgu Restaurant. Next, we study about the technology or system that have been used in Nasi Ulam Cikgu Restaurant and marketing strategy used by the company to promote their restaurant is really interesting and successful as Nasi Ulam Cikgu was the one of the restaurant that was really popular in Kelantan. Lastly we do some research about company financial and how they manage their financial to reach their goal.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis, making it as our innovation to be continued in new Product Development task.