



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا  
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MARA



## COMPANY ANALYSIS

KR Enterprise

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

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NAME : Nabila Husna binti Mohamad Rodzi

STUDENT ID : 2017282736

GROUP : D2 CS2416A

LECTURER : Miss Nur Aishazwanie Shahrulazhar

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## **EXECUTIVE SUMMARY**

This paper is focus on a case study of the company, KR Enterprise that located in Tumpat, Kelantan. For this purpose, we have an interview session with the owner about the company information and do SWOT analysis. Learning the condition of strength, weakness, opportunities, and threats can help in developing the business strategies. It is helpful as it can help in a better planning and can help to brainstorm ideas. To create and try a new methodology to enhance the technology and marketing of a business, one must have a critical thinking skill and need to be brave and willingly to try new things. Besides, by using SWOT analysis the problems for the company is identified and how the owner comes out with the idea and solutions to handle the problems.