



COMPANY ANALYSIS

LAKSA LAKSAM BERKUAH BERIS PINTU GERBANG

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

The case study project is one of the theories that can be applied to practical situation regarding the technology of the business. For the purpose of conduct the case study, the study gives opportunity to make a research about the selected company. The company that have been conducted is Laksa Laksam Berkuah Beris Pintu Gerbang. Laksa Laksam Berkuah Beris Pintu Gerbang currently based in Kampung Pintu Gerbang, Kota Bharu, Kelantan. The general information had been collected in the first place. The information is gathered through the primary sources by face to face interview method and secondary sources by additional information from the internet.

In the second part of the report, the objective of the study is to work on the background, organizational structure, products and services that Laksa Laksam Berkuah Beris Pintu Gerbang provides and produces. The technology that used for Laksa Laksam Berkuah Beris Pintu Gerbang is steamer machine. Usually, steamer machine is needed by the company to ease the process of steam the laksam's noodle. The demand of laksam is high among East Cost people. Besides that, the company also using social media such as Facebook as initiative to market the product of laksa and laksam. Most of the production in this company is depends on human source. They have only one machine which is steamer machine for steam the laksam's noodle. Lastly, the study focus on financial management of the company as well as how the company manage to gain the achievement from the financial management. Every business must design a strategy for achieving the company vision. Strategy is an action plan to achieve the goals and vision.

In the case study, the company analysis that used is SWOT analysis. In SWOT analysis, the study analysed the strength, weaknesses, opportunities and threats of the company in real business world. Every these four element are taken to get the overall finding about Laksa Laksam Berkuah Beris Pintu Gerbang in the overall picture. The overall picture is important to get an idea before conduction the New Product Development (NPD).

1. INTRODUCTION

1.1 Background of Study

Students who further their study at bachelor level need to take Principal of Entrepreneurship course to introduce the current industry towards the student. Students need to conduct case study and required to interview any company to get detail information of the company. With this case study, student will get benefit such as student will be exposed on how company operating their business and teach students on how to solve problems. It is important for the students to gain knowledge and skills in this developed era.

In order to find a suitable topic for a case study which key element it is to identify a product that has significant potential to be innovated. It would be most useful to study a product that many people require to use mostly in Kelantan.

Considering the daily needs for human, it would lead to the foods. It never be anything else such as food if people were asked about the basic needs for human. It already decide to choose the agro food for this case study which need to connect with technology.

1.2 Purpose of Study

The main reason why this case study be conducted is to expose us to the real business in the current industry by using the case study method. They are no restriction or rules on who to be selected as the interviewer. Which mean, student can choose those who runs a business from any background. This study also want to know the best way in solving problem as the owner have better achievement.

1.3 Business Problem

Malaysia's agriculture industry are still left behind compared to other Southeast Asia country. Factor of this problem is because there is no specific technologies machines that can produce traditional food production in Malaysia. The machine of the agriculture activity sometime it not affordable and expensive especially for the small and medium size of company. For the laksam industry, the owner needs product that can easy to pour laksam's mould in stainless steel flat plate as much as can to reduce time consuming for pouring it. This problem happens because they only use a small cup (200ml) to pouring for each stainless steel flat plat which the laksam's mould sometime spilled out of that stainless