



اَوْبُو سَيِّتِي بَاتِيكُونُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

KAK NAH SERONDENG

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME : CS241- Bachelor of Science (Hons.) Statistics**

**SEMESTER : 6**

**PROJECT TITLE : Coconut Flesh Remover**

**NAME : Siti Nur Auni Husna binti Shikh Mohd Noor**

**STUDENT ID : 2017404834**

**LECTURER : Madam Yusrina Hayati binti Nik Muhammad Naziman**

## ACKNOWLEDGEMENT



I would like to express my gratitude to those who helped me to complete this report. A special gratitude to my lecturer, Madam Yusrina Hayati binti Nik Muhammad Naziman, whose helping in giving suggestions and encouragement in writing this report.

In addition, i would also like to acknowledge the assistant manager of Kak Nah Serondeng, Encik Mohd Hafiz bin Abdullah who gave the permission to me for the interviews and collecting information needed to complete the task for this course.

Last but not least, I have to appreciate the guidance given by my classmate that has improved my skill and knowledge in this course. Thanks to their comment and advices.

## TABLE OF CONTENTS

TITLE PAGE .....	i
ACKNOWLEDGEMENT .....	ii
TABLE OF CONTENTS .....	iii
LIST OF FIGURES .....	iv
LIST OF TABLE .....	v
<b>EXECUTIVE SUMMARY .....</b>	<b>vi</b>
<b>1.0 INTRODUCTION .....</b>	<b>1</b>
1.1 Background Of The Study .....	1
1.2 Problem Statement .....	2
1.3 Purpose Of The Study .....	2
<b>2.0 COMPANY INFORMATION .....</b>	<b>3</b>
2.1 Background .....	3
2.2 Organizational Structure .....	4
2.3 Products / Services .....	5
2.4 Technology .....	7
2.5 Business, marketing, operational strategy .....	8
2.6 Financial achievements .....	9
<b>3.0 COMPANY ANALYSIS .....</b>	<b>10</b>
3.1 Strength .....	10
3.2 Weakness .....	11
3.3 Opportunity .....	11
3.4 Threat .....	11
<b>4.0 FINDINGS AND DISCUSSION .....</b>	<b>12</b>
4.1 Findings .....	12
3.1 Discussion .....	13
<b>5.0 CONCLUSION .....</b>	<b>14</b>
<b>6.0 RECOMMENDATION AND IMPROVEMENT .....</b>	<b>15</b>
<b>7.0 REFERENCES .....</b>	<b>17</b>

### **List of Table**

Table 1 Information of Kak Nah Serondeng company .....	3
Table 2 SWOT Analysis.....	10

### **List of Figures**

Figure 1 Organizational Chart for Kak Nah Serondeng company .....	4
Figure 2 Serondeng (chicken, meat and fish) .....	5
Figure 3 Spices.....	6
Figure 4 Traditional Foods .....	6
Figure 5 a) Serondeng Cooker Machine (b) Coconut Grating Machine (c) Traditional Tool.....	7
Figure 6 Kak Nah Serondeng's Social Media; Facebook .....	8
Figure 7 (a) Packaging (b) Flyer .....	8

## **EXECUTIVE SUMMARY**

This is an attempt to know how to apply the theories to practical situations. Completing a case study project is must for every student in course Technology Entrepreneurship (ENT600). Hence, for this purpose, I got the opportunity to research a company which manufactured the same innovation that I want to develop, which is Coconut Flesh Remover, currently based in Kelantan.

In the first part of the project, the general information of Kak Nah Serondeng Entreprise has been collected. Information is gathered through both primary and secondary sources as well.

For the second part of the report, contains the detailed analysis of the study. Main objective of the project is to focus on the background, organizational structure, products and services that Kak Nah Serondeng provides. Then, the technology used by Kak Nah Serondeng, which is basically a traditional tool used to remove coconut flesh as well as a normal technology used to cook the serondeng. The business, marketing and its operational strategy used by this company to promote their products which I find quite interesting. Lastly, I am studying the financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

Lastly, SWOT analysis which contained strength, weakness, opportunity and thread in this company is discussed. From the SWOT analysis, the problem face by this company is outlines and recommendation ideas to improves and solve the problems are proposed.