



COMPANY ANALYSIS

NORDIN BATIK & CRAFT SDN BHD

COURSE : TECHNOLOGY ENTREPRENEURSHIP (ENT600)

FACULTY & PROGRAMME : FACULTY OF COMPUTER SCIENCE AND
MATHEMATICS & BACHELOR DEGREE IN
STATISTIC

SEMESTER : 6

PROJECT TITLE : COMPANY ANALYSIS STUDY

NAME : SYAIDATUL NORIFA BINTI MOHD BADRUL

LECTURER : YUSRINA HAYATI BT NIK MUHAMMAD NAZIMAN

ACKNOWLEDGEMENT

In the name of ALLAH S.W.T., the Most Gracious and the Most Merciful. Alhamdulillah, our utmost gratitude to Allah SWT for His guidance and in giving me strength, courage and persistence throughout performing my assignment. The completion of this assignment gives me much pleasure. I would like to show my gratitude Puan Yusrina Hayati bt Nik Muhammad Naziman, ENT 600 Lecturer, UiTM Kota Bharu for giving me a good guideline for assignment throughout numerous consultations. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in writing this assignment. Special thanks for Nordin Batik's worker for giving information about organizational chart and showing me how to draw the batik. It was a special experience to try doing it.

Many people, especially our classmates have made valuable comment suggestions on this proposal which gave me an inspiration to improve my assignment. I thank all the people for their help directly and indirectly to complete my assignment. I thank also to my family for the moral and financial support along the journey completing this assignment. No words can illustrates my thankfulness for every every single person who have been helping me in completing this case study.

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	
1.1 Background of Study	8-9
1.2 Problem Statement	10
1.3 Purpose of Study	10
2. COMPANY INFORMATION	
2.1 Background	11
2.2 Organizational Structure	12
2.3 Products/Services	13-15
2.4 Technology	16
2.5 Business, marketing, operational strategy	17-18
2.6 Financial achievements	18
3. COMPANY ANALYSIS	
3.1 SWOT	19
3.2 Consumer Trend Canvas	20

CASE STUDY(ENT600) : GUIDELINES & TEMPLATE

4. FINDINGS AND DISCUSSION	21-22
5. CONCLUSION	23
6. RECOMMENDATION AND IMPROVEMENT	24-25
7. REFERENCES	26

LIST OF FIGURES

	PAGE
Figure 2.1: Organizational chart of Nordin Batik & Craft SDN BHD	12
Figure 2.2: Proseses of making batik	16
Figure 2.3: Wisma Nordin	17
Figure 2.4: Nordin Batik's social media	18
Figure 3.1: Consumer Trend Canvas	20