



اَوْنَبُوْرَسِيْتِيْ تِيْكُونُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

MOKKU ANI ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF COMPUTER AND
MATHEMATICAL SCIENCES (CS249)**

SEMESTER : 6A

PROJECT TITLE : REPORT ON CASE STUDY

NAMES : AFIQAH ANATI BINTI ABDUL AZIZ

MATRIC NO. : 2017412484

LECTURER : PUAN WAN MASNIEZA WAN MUSTAFA

ACKNOWLEDGEMENT

Firstly, we would like to express our deepest appreciation to all those who contributed to the completion of this report. We would like to express my special thanks of gratitude to our lecturer, Puan Wan Masnieza Wan Mustafa who gave me the golden opportunity to do this wonderful project of case study on the topic company analysis, which also helped me in doing a lot of research.

Secondly, many thanks to the owner of the Mokku Enterprise which is Mr Hashim Ismail for his cooperation by giving a lot of information about his company. We would like to thank our family members for their moral and financial supports during preparation of this report. Lastly, a special thanks to our group members who helped a lot in giving a lot of ideas and information as well as finalizing this case study.

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
LIST OF FIGURE	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	2
1.1 Background of the Study	2
2.2 Problem Statement	3
1.3 Purpose of the Study	4
2.0 COMPANY INFORMATION	5
2.1 Background	5
2.2 Organizational Structure	6
2.3 Production Services	6
2.4 Technology	10
2.5 Business, Marketing, and Operational Strategy	13
2.6 Financial Achievement	14
3.0 COMPANY ANALYSIS	15
3.1 SWOT	15
3.2 Consumer Trend Canvas	17
4.0 FINDING AND DISCUSSION	20
5.0 CONCLUSION	21
6.0 RECOMMENDATION AND IMPROVEMENT	22
6.1 Develop the Drying Machine	23

REFERENCE25

APPENDICES26

LIST OF FIGURE

Figure 2.4 : Pemdai for Drying Process of Keropok Keping	11
Figure 2.5 : List of Machine that Mokku Ani Enterprise used in Processing Keropok Lekor	12
Figure 3.1 : SWOT Analysis	15
Figure 6.0 : New Drying Machine	24
Figure 6.1 : Tray for Drying Machine	24