



اَوْنِيُوْرَسِيْتِي بَارْتِيكْنُوْلُوْكِ مِيَارَا  
UNIVERSITI  
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MARA



# COMPANY ANALYSIS Z&Z NIAGA (SOS UMMI)

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

**FACULTY & PROGRAM** : FSKM - CS249  
**SEMESTER** : 6  
**PROJECT TITLE** : Z&Z Niaga Case Study  
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## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all we would like to thank God as finally we were able to finish our assignment that have been given by our lecturer to us. This task had been done with all afford by group members even though a little bit problem was happened among us while doing this assignment. Luckily, all the problems can be solved and we were able to adapt properly and wisely. Besides that, big thank we address to our lecture Madam Wan Masnieza Binti Wan Mustapha, ENT 600 Lecturer, UiTM Machang because without her guide our project cannot be done properly like this. She always give us supports and guide to us how to do our assignment in purpose to produce a good outcome from research that been studied.

On the other hand, big thank also we address to our parents for their support in finishing this assignment. Finally, thank to our beloved friend that always stick together and also work hard to produce a good assignment with all effort and responsibility. Hope that it will give a lot of benefits to us and also to our group project. Million thank also we wish to all our classmates because they also help us in doing our group. They always give us ideas and comments on our project so that we can improve our project in many ways.

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## **EXECUTIVE SUMMARY**

As a student in UiTM Machang, it is a part of study to everyone to undergo a case study project. So for this purpose, our group had chosen Z&Z Niaga Sdn. Bhd as our company research in our project. We have surveyed their factory, learned about the process to make the products and interviewed the clerk of the company to gain some information.

Z&Z Niaga is a food product that produced by Muslim company that mainly focuses on the production of various sauces which is known as ‘Sos Ummi’ in the area of Kelantan. This business company was run by Director, Operation Director and another 4 other managers which are Logistic, Operation & Technical, Marketing and Financial Manager. Each of these managers has their own task and plays an important role to run the business successfully in order to achieve their target.

Goals indicate what a business unit wants to achieve. Every business must design a strategy for achieving its goals, consisting of a marketing strategy and an effective management. The Marketing manager of Z&Z Niaga non-stop searching opportunity to expand their product not only in Kelantan, but all over the country in Malaysia since the company hopes that their products will be well known and have a place in the hearts of over 20 million Malaysians. They used social media and join IKS Festival to promote their product. Sos Ummi also had been supplied to the largest local hypermarket in Malaysia such as Tesco, Giant and Mydin.