



اَوْبُوْرَسِيْتِي تِيكُوْلُوْ كِي مِيَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ROZERIYA ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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1.0 INTRODUCTION

1.1 Background of The Study

A case study has been done to meet the academic requirement of the subject Technology Entrepreneurship (ENT600). The subject wants to attract the students to dive into the world of entrepreneurship that involve the usage of technology. The objective of this case study is to help the students to see how the complexities of the reallife influence decision making. The case study is about each group needs to choose one company and collect the company information as much as possible. By using all the information, the students need to analyse the products or services of the company provided by using SWOT analysis and Consumer Trend Canvas (CTC) analysis. Besides, the students must suggest a proper solution to the problem that company faced in aspect of technology and other factors.

1.2 Problem Statement

There are two factors in order to choose the company which are the profit must exceed two hundred thousand dollars in a year and the workers must have at least 5 workers. The company that has been chosen is Rozeriya Enterprise. This company is located at Kuala Krai, Kelantan. After the interview with the owner, we find that the company meets the requirements that have been mentioned above. The problem that the company faced are the amount of time needed to fold the spring rolls. Lack of the skill workers because of high turnover rate add more problem to the company in order to fold the spring rolls. There are two main factors that the employees quit from the job. The factors are continuing their studies and the environment of the factory was not so good.

1.3 Purpose of Study

1.3.1 To analyse the product of the company using SWOT and Consumer Trend Canvas.

- 1.3.2 To identify the problem of that company faced related on the technology that company used and external factors.
- 1.3.3 To suggest the solution of the problem that will maximise the output and profit and minimise the cost.

2.0 COMPANY INFORMATION

2.1 Background of The Company

Rozeriya Enterprise was established in 2006 as a food manufacturing business at Kuala Krai, Kelantan. In 2007, it redirected its focus on the frozen food and beverage (F&B) industry and started its first F&B chain, spring rolls. In spite of the 2008 Great Recession Crisis, which had far-reaching negative economic impact within Asia, Rozeriya Enterprise overcame extreme odds and triumphed at a time which saw many other F&B outlets closed down. Rozeriya Enterprise managed to survive until today with a capital amounting RM20,000.

Rozeriya Enterprise chose to focus on its originality and innovative style as a frozen food manufacturing business in order to distinguish itself from other F&B companies. It consistently offered customers in Kuala Krai a taste of the latest international taste trends such as creamy mushroom spring rolls and creamy crab spring rolls. Moreover, management at Rozeriya Enterprise had always placed (and still does) strong emphasis on understanding what their patrons wanted and strove to be sensitive to their needs. All these paid off handsomely.

In 2018, Rozeriya Enterprise had a total of four new spring rolls fillings that had been introduced, namely BBQ Mushroom Spring Rolls, Tuna Mayo Spring Rolls, Creamy Corn Spring Rolls and Creamy Pumpkin Spring Rolls. In 2019, it introduced another two new fillings, Creamy Mushroom Spring Rolls and Creamy Crab Spring Rolls. Other than that, Rozeriya Enterprise has made variety on its business by introducing Malaysian Kuih in its production. It has diversified its business and now the firm involved in franchising its brands, frozen food import and distribution, business-to-business supplies and events catering.

Looking to the future, Rozeriya Enterprise aims to be a global F&B industry player with roots entrenched in where it first grew. Besides, Rozeriya Enterprise