



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْ كِي مِيَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

ROZERIYA ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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TABLE OF CONTENT

	Page Number
1. INTRODUCTION	3
1.1 Background of The Study	
1.2 Problem Statement	
1.3 Purpose of The Study	
2. COMPANY INFORMATION	5
2.1 Background	
2.2 Organizational Structure	
2.3 Products/Services	
2.4 Technology	
2.5 Business, marketing, operational strategy	
2.6 Financial achievements	
3. COMPANY ANALYSIS	11
3.1 SWOT	
3.2 Consumer Trend Canvas	
4. FINDINGS AND DISCUSSION	15
5. CONCLUSION	17
6. RECOMMENDATION AND IMPROVEMENT	17
7. REFERENCES	18
8. APPENDICES	19

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 real life 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.