



اَوْنِيُوْرَسِيْتِي تِي كُونُوْ لُو كِي مَارَا

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TECHNOLOGY ENTREPRENEURSHIP

CASE STUDY

TITLE: COMPANY ANALYSIS ON IZARA COOKIES SDN. BHD.

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1.0 INTRODUCTION

1.1– Background of the Study

Technology entrepreneurship is an idea of transforming research and potential of scientific institutions into advanced products and services, which heighten the benefit to consumers significantly and produces a faster economy growth in the future (Matejun M., 2016). Most entrepreneurs nowadays depend on technology in managing and conducting their businesses. Technology is used in producing products, communicating with clients and even for management. An utmost use of technology in businesses either small or big is crucial as this is the most suitable way to keep up with the high demand from customers. Besides that, it also decreases the dependency of entrepreneurs on human power hence reducing mistakes caused by workers and allows entrepreneurs to avoid unnecessary cost. Thus, this will then improve the quality of the product, decrease cost and duration of production. This study aims to find the significance of technology in a Small to Medium Enterprise (SME) as various benefits can be obtained from utilising the technology that we have today.

1.2 – Problem Statement

Izara Cookies Sdn. Bhd. is a company that produces several types of chocolate chip cookies that is currently sold at numerous hypermarkets, supermarkets, gas stations and several other retailers. The company receives high demand from clients and customers as most retailers buy the products in bulk. Hence, Izara Cookies Sdn. Bhd. is required to produce tonnes of cookies at one time for the supply to match the demand of the numerous customers. An approximate of 400kg of cookies are made per day which accumulates to 10 tonnes of cookies per month. These enormous amount of cookies goes through several production processes starting from mixing the ingredients of the cookies, shaping the cookie dough, baking the cookies then these cookies are packed into its packaging and sealed. However, cookies baked