



اَوْبُو سَيِّدِي تَيْكُو لُو كِيْن مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### ZAILEHA MILK INDUSTRY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME	: SCIENCE COMPUTER & MATHEMATICS
PROGRAMME CODE	: CS2496A
SEMESTER	: 6
PROJECT TITLE	: CASE STUDY
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## **ACKNOWLEDGEMENT**

Bismillahirrahmanirrahim,

Alhamdulillah, Thanks to Allah SWT The Greatest, whom with His willing letting I the chances and opportunity to complete this assignment with the title of case study: Company Analysis. Without His graces and blessings, this assignment would have not possible. This report was prepared for technology entrepreneurship course (ENT 600).

Foremost, I would like to express my sincere gratitude to my lecturer, Pn Wan Masnieza Binti Wan Mustapha for the continuous support of this course, for her patience, motivation, enthusiasm, and immense knowledge She also had helped me a lot in finishing this assignment by giving a lot of advice on how to make a good report.

Next, I am also wanting to express my gratitude for my friends and classmates for their support, help, guidance, and cooperation in the compilation and preparation process of this assignment. Without the bits of help from them, I am not able to complete this report.

Next, we also want to take the opportunity to sincerely thanks Puan Hajah Zaileha Binti Musa, the owner of the Zaileha Milk Industry for her time, generous attitude, and friendly behaviour with us during the interview.

Finally, nobody has been more important to me in the pursuit of this assignment than the members of my family. I would like to thank my parents; whose love and guidance are with me in whatever I am pursued. They are the ultimate role models. Deepest appreciation of their encouragement cooperation for the completion of this assignment from the beginning until the end.

## TABLE OF CONTENT

<b>CONTENTS</b>	<b>PAGE</b>
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
EXECUTIVE SUMMARY	v
<b>1. INTRODUCTION</b>	
1.1 Background of The Study	1
1.2 Problem statement	2
1.3 Purpose of The Study	3
<b>2. COMPANY INFORMATION</b>	
2.1 Background	4
2.2 Organizational Structure	5
2.3 Products/Services	6-7
2.4 Technology	8-11
2.5 Business, marketing, operational strategy	12
2.6 Financial achievements	13
<b>3. COMPANY ANALYSIS</b>	
3.1 SWOT	14-15
3.2 Consumer Trend Canvas	15-21
<b>4. FINDINGS AND DISCUSSION</b>	22-24
<b>5. CONCLUSION</b>	25
<b>6. RECOMMENDATION AND IMPROVEMENT</b>	26-27
<b>7. REFERENCES</b>	28
<b>8. APPENDICES</b>	29

## **LIST OF FIGURES**

<b>LIST OF FIGURES</b>	<b>PAGE</b>
Figure 1: The organization Structure	5
Figure 2: Date Milk	6
Figure 3: Chocolate Milk	6
Figure 4: Orange Milk	6
Figure 5: Corn Milk	6
Figure 6: Strawberry Milk	7
Figure 7: Original Dadih	7
Figure 8: 200 ml milk with bigger and smaller cup of dadih	7
Figure 9: 200 ml milk, 500ml milk and smaller cup of dadih	7
Figure 10: Pasteurizer Machine	8
Figure 11: Homogenizer Machine	9
Figure 12: Packaging Machine	10
Figure 13: Logo Instagram	12
Figure 14: Logo Facebook	12
Figure 15: High Technology Refrigeration	24

## **EXECUTIVE SUMMARY**

This subject exposes about the business management for the function and how entrepreneurship works. This subject is also designed to expose young people on how to operate for their own business. This subject had numerous objective and guidance that will help the people.

Therefore, this is an attempt to know how the theories can help student to apply for their own career. As a student in UITM Machang, it is a part of study for everyone to undergo a case study project. For this purpose, we got the opportunity to research the milk company which is Zaileha Milk Industry.

Firstly, in this report the general information of the company has been collected. Information is gathered through many resources such as social media and by interview.

Secondly, this report contains the specialized subject study. The objective of this project is to work on their background, organizational structure, products and services that Zaileha Milk Industry provides. Next, we also study about the technology that used to make milks and dadihs, business, marketing and its operational strategy used by the company as well as their company achievement regarding how they manage their financial. The achievements that their gain from the management were also been studied.

Last but not least, we analysed their weaknesses, strength, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from existing consumers, we analyse and find solution to overcome and fulfil their needs in Consumer Trend Canvas analysis. Therefore, this study will help student in their future.