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UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

S. F. ZAS TRADING

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY SCIENCE COMPUTER AND
PROGRAMME MATHEMATICS (CS249)

SEMESTER : 6

PREPARED BY : SITI NADIA BT SHIFUDIN (2017412476)

LECTURER : WAN MASNIEZA BT WAN MUSTAPHA

SUBMISSION DATE : 29th JUNE 2020

ACKNOWLEDGEMENT

We would like to simply express my deepest appreciation to all those who have provided us with opportunity to complete the study. Special gratitude we give to our parents who contribute in money supply on moral support to coordinate until finish this report.

Furthermore, we wish to acknowledge with much appreciation to the owner of S.F. Zas Trading, Nurul Hafizah binti Abdullah who gave us all the permission and required materials for the interview to complete the task of “Technology Entrepreneurship”.

Finally, thanks to all the teammates whose give and invest their full effort in achieving the goal. We also appreciate to the guidance receive by our lecturer, Wan Masnieza binti Wan Mustapha in our project, thanks to her feedback and advice, it has strengthened our skills.

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EXECUTIVE SUMMARY

The purpose of this study is to examine how the theories can be practiced to real life situations. As a part of subject ENT 600, every student must complete a case study in group of two or three person. Thus, S.F. Zas Trading which focus on producing frozen foods is chosen, currently based in Kelantan, Malaysia.

This project report starts with study and collects the general information of the company. Primary and secondary sources are used to gather the information.

Next stage includes the specialized information of S.F. Zas Trading. Firstly, this study investigates the background, organizational structure, products and services provided by the company. Also, the technology used in producing the frozen food is studied, where some steps are still done manually using labour workforce. In addition, the business, marketing and operational strategy of the company to introduce, promote and widen the scope of their products which is quite interesting and challenging since the number of rivals increases by days. Lastly, this study works on the company financial achievements related to the company's financial management as well as achievements gained from it.

Goals portray the targets that the company wants to achieve in long or short term, while strategy is the actions involve in planning to achieve the goals. Strategy may determine the period of a company to resolve their goals. A good strategy includes the marketing strategy and an effective management.

In this case study, the theory of SWOT analysis is applied onto the real business world, where strengths, weaknesses, opportunities and threats of S.F. Zas Trading are analysed. Other than that, this study also applies Consumer Trend Canvas (CTC) analysis where the needs and demands from the existing customers are examined. Then, a solution to meet their needs is provided.