



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا  
UNIVERSITI  
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MARA



## COMPANY ANALYSIS

YIE ENTERPRISE

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## EXECUTIVE SUMMARY

Yiee Enterprise is a company that located at Kota Bharu and act as Kota Bharu branch. This company has two branch for their restaurants which is in Kota Bharu and Bachok. The company has named the restaurant with Restoran Kak Ti Pasar Lama MPKB which taken from the small business that managed by owner's mother. The company are mainly providing a special food which is Sup Tulang.

In this report, I have study the background of company, organisational structure, products and services offered, and technology that are involved in this company. In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary and secondary source as well.

Then, I also analyse some aspects of the company such as the strengths, weakness, opportunities and threats in real business world by using SWOT analysis. In addition, I have recommended some alternative solutions for the major problems that is faced by the company. These alternatives can be practised by owner for the purpose of business progress.