



اُنْهَوْرٌ سَيُّدِيٌّ تَنْكُوْلُوْ كِيْنِ مَارَا
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TEKNOLOGI
MARA



COMPANY ANALYSIS

ZALYNZ OVEN

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

NAME	: IZYAN ATASHA BINTI AZMAN
I/D	: 2019314353
CLASS	: CS2416F
PROGRAMME	: CS241 - BACHELOR OF SCIENCE (HONS.) STATISTICS
SEMESTER	: 6
PROJECT TITLE	: ZALYNZ OVEN CASE STUDY
LECTURE	: MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF FIGURES	iv
LIST OF TABLES	iv
EXECUTIVE SUMMARY	1
1. INTRODUCTION	2
1.1 BACKGROUND OF THE STUDY	2
1.2 PURPOSE OF THE STUDY	2
1.3 PROBLEM STATEMENT	3
1.4 THEORY USED	3
2. COMPANY INFORMATION	4
2.1 COMPANY BACKGROUND.....	4
2.2 ORGANIZATIONAL STRUCTURE.....	5
2.3 PRODUCT DESCRIPTION	5
2.4 TECHNOLOGY.....	6
2.5 BUSINESS, MARKETING, OPERATIONAL STRATEGY	7
2.5.1 BUSINESS STRATEGY	7
2.5.2 MARKETING STRATEGY	7
2.5.3 OPERATIONAL STRATEGY	8
3. COMPANY ANALYSIS (SWOT ANALYSIS)	9
3.1 STRENGTH.....	9
3.2 WEAKNESS	10
3.3 OPPORTUNITY	11
3.4 THREAT	11
4. FINDINGS AND DISCUSSIONS	12
5. CONCLUSION	13
6. RECOMMENDATION AND IMPROVEMENT	14

7. REFERENCES	15
8. APPENDICES.....	16

LIST OF FIGURES

Figure 2.1 Zalynz Oven’s Cafe.....	4
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LIST OF TABLES

Table 2.1 Company Background	4
Table 2.1 List of Products.....	5
Table 3.1 Strength Analysis.....	9
Table 3.2 Weakness Analysis	10
Table 3.3 Opportunity Analysis.....	11
Table 3.4 Threat Analysis	11

EXECUTIVE SUMMARY

This case study is conducted in order to know and learn the details of the company, Zalynz Oven that were located at Kuala Lumpur. This company mainly provided foods such as pastries, bread, cakes, and spaghetti.

In the first part of the case study reported, the information regarding of the company will be collected through primary or secondary source. From this source, the details of the company will be get through from this.

The second part of the report contains more details regarding Zalynz Oven. Objective of the project is to work on the background, organizational structure, products description, technologies that are involved with the Zalynz Oven. From this information, we have the opportunity to learn the artificial intelligence technology used by this company, as well as business, marketing and its operational strategy to promote their products to the public. This case study also described regarding how the Zalynz Oven manage their financial as well as achievements gain from the financial management.

In this case study, the strength, weakness, opportunities and threats of this company in real business world by applying SWOT analysis will be analysed. Thus, from the demands from the existing customers in this Zalynz Oven, the solutions and recommendation has been discovered to make it more better production in making bakery products.