



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

SITI BINTI DAHLAN ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY OF SITI BT DAHLAN ENTERPRISE

Faculty of Computer and Mathematical Sciences

CS241 6F

PREPARED BY

NAME	STUDENT ID
NORHIJRAH BT CHE MOHAMED NIZAM	2019338715

PREPARED FOR

MADAM YUSRINA HAYATI BT NIK MUHAMMAD NAZIMAN

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EXECUTIVE SUMMARY

This study important to gives a chance to learn the details of the company which is Siti Bt Dahlan Enterprise. The purpose of rempeyek business being chosen and the main reason to improve the business's problem can be known in this case study.

The next part of the case study involves the detailed subject study. The objective need to work based on background, organizational structure, product description and technology that Kak Siti Rempeyek business offers. Thus, there are many chances to study about rempeyek as well as in business, marketing and operational strategy.

Furthermore, the SWOT analysis is used which is the strength, weakness, opportunities and threats of the company in real business. Furthermore, based on demand and needs from customers in this business, the solution and recommendation have been analysed to make rempeyek as a good product.