



اَوْبُوْرَسِيْتِي تِيكُوْلُوْكِ مِيَاْرَا
UNIVERSITI
TEKNOLOGI
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COMPANY ANALYSIS

CHERRY YUNNY DELIGHT

TECHNOLOGY ENTREPRENEURSHIP (ENT600) :

CASE STUDY

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2.0 EXECUTIVE SUMMARY

The case study project is one of the theories that can be implemented and practised to practical situation regarding the technology of the business. All UiTM's student who take this subject will do the case study by individual at the first phase. The report of the case study was assigned to examine what kind of product the company can produce or what kind of service the company can offer. During this pandemic COVID-19, we only got opportunity to interview through WhatsApp and call with the company that we selected as our case study. The company that we conducted is Cherry Yunny Delight. Cherry Yunny Delight currently based in Kuala Kangsar, Perak. The distance between our location and Kuala Kangsar is not the main problem for us to interview them because there are many ways to communicate with them using the technologies.

In the first part of report, the general information of the company such as background of the company, organizational structure, products or services and business marketing has been collected. The information that collected is combination of primary sources and secondary sources. The primary sources is used by using WhatsApp and through calling while secondary sources by searching informations on the website.

In the second part of report, the objective of the project is to work on the company background, organizational structure and product or services that Cherry Yunny Delight provides and produces for customers. In this case study most of the time, the company only use the manpower of their workers. They do not use any technologies or machines expect only oven due to lack of capital.

Furthermore, the ways company market and promote their products are quit interesting and creative .One of the operational and marketing strategies that used by the company to market their products is doing delivery to the customer's house . So that, it make easier for the customer to buy their product. We also observe the company's financial achievements regarding how they manage their finances and how they gain their profit from financial management.

In this case study, we used SWOT analysis. The SWOT analysis is the way where we analyzed the strength, weaknesses, opportunities, and threats of the

company in the real business world. The main purpose of this analyzed taken is to get the overall findings and solutions for annovation as a new product development task.

3.0 INTRODUCTION

3.1 Background of Study

Technology Entrepreneurship (ENT600) is the subject that should be taken by the UiTM students. One of the purposes of this subject is to develop more creative people especially among youth like students. Due to that, this will develop more creative ideas to build an innovation for facilities to society. The students who take this subject is compulsory to do a case study based on their chosen company.

One of the tasks in this subject is the students must select the company that they want for doing the research on it. For this case study, we interested to do a research and interviewing a food company because food is vital and basic needs for human.

In this case study, we choose Cherry Yunny Delight. This company produces Chinese delicacy especially moon-cake. The purpose of producing this products is to provide halal moon-cake among muslim society.

3.2 Purpose of Study

The purpose of the case study is to know more details what kind of product or service that the company provided and gain informations about the business flow of the company. So that, we can detect and analyse what company needed in order to build or make an innovation from that. Other than that, we also can learn how to overcome the company problems by using the SWOT analysis which are analyse the company's strengths, weaknesses, opportunities, and threats. By using this analysis, we can observe the weakness of the company and learn how to overcome the weakness indirectly. Students can also learn how to grab and use opportunities wisely and without risking future business. By analyzing the SWOT analysis, the students also can learn how to control the threat without harming any party. In order to this, the students can realize and know a little bit about the way to do when facing the challenges in future business.

The conclusion is the students can gain more informations and acknowledgement about the SWOT analysis. Students can apply this analysis to the real life and future business world. Students will be more creative in thinking and sustain on technology business entrepreneurship. So, students will come out with new innovations for the company in order to solve the company's problems.