



اَوْنِيُوْزَسِيْتِيْ بَاتِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### KEROPOK LEKOR MAKNGAH PAK ALI

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## EXECUTIVE SUMMARY

Keropok Lekor or Stick Crackers are a traditional food from the eastern coast of Peninsular Malaysia, especially popular in Terengganu. The word "Lekor" means "Circle" in Terengganu Malay which replaces the "ar" spelling to "or" at the end of the syllable. The business company that conducted for this study is "Keropok Lekor Mak Ngah Pak Ali".

Therefore, the objective of the product is to work on the background, organizational structure, product description and the technologies that use in this company. Furthermore, I also has the chance to study about this company as well as it business, marketing and its operational strategy. I also get to know about the company financial achievement regarding how they manage their financial as well as achievements gain from the financial management.

Furthermore, in this case study I can analysed the strength, weakness, opportunities and threats of this company in real business world by applying SWOT analysis. Thus, from the demands and needs from the existing customers in this company, the solutions and recommendation has been analysed to make the better product. The innovation will be continued in the new product development task.