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COMPANY ANALYSIS RS SERUNDING ENTERPRISE

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EXECUTIVE SUMMARY

First of all, this case study is to fulfill the need of this course that need us to research about Small Medium Enterprise (SME). In this case study, I study the company's background, organizational structure, product or services offered and technology involved in this company, and the business, marketing and operational strategy. I choose RS Serunding Enterprise because I want to describe the business problem in the process, technology, product, and service orientation. RS Serunding is known as the company that manufactures and supplies various types of serunding located at Kampung Laut, Tumpat, Kelantan. I also analyzed some aspects of the company, such as strengths, weaknesses, opportunities and threats. After completing a case study about this company, I found that this company has some disadvantages even though it was established for about 35 years. Besides, I have recommended some alternative solutions for the major problems that are faced by the company. These alternatives can be practiced by the owner for business progress.