



COMPANY ANALYSIS
MASTUKI SUPPLIER TRADING
TECHNOLOGY ENTREPRENEURSHIP (ENT600: CASE STUDY)

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TABLE OF CONTENTS

<u>TITLE PAGE</u>	<u>PAGE</u>
ACKNOWLEDGEMENT	1
TABLE OF CONTENT	2 - 3
LIST OF FIGURES	3
LIST OF TABLES	3
EXECUTIVE SUMMARY	4
CHAPTER 1: INTRODUCTION	
1.1 BACKGROUND OF THE STUDY	5
1.2 PROBLEM STATEMENT	6
1.3 PURPOSE OF THE STUDY	7
CHAPTER 2: COMPANY INFORMATION	
2.1 COMPANY BACKGROUND	8
2.2 ORGANIZATIONAL STRUCTURE	9
2.3 PRODUCTS/SERVICES	10
2.4 TECHNOLOGY	11
2.5 BUSINESS, MARKETING, OPERATIONAL STRATEGY	12 – 15
2.6 FINANCIAL ACHIEVEMENTS	16
CHAPTER 3: COMPANY ANALYSIS	
3.1 SWOT	17
CHAPTER 4: FINDINGS AND DISCUSSION	
4.1 FINDINGS	18
4.1.1 TIME CONSUME TO PACK THE PRODUCTS	18
4.1.2 LOCATION IS HARD TO FIND	18
4.1.3 COMPETITORS FROM THE SAME PRODUCT LINE	18
4.2 DISCUSSION	
4.2.1 CUT THE TIME TO PACK THE PRODUCTS	19

4.2.2 LOCATION TO BE KNOWN	19
4.2.3 COMPETE WITH COMPETITORS	19
CHAPTER 5: CONCLUSION	20
CHAPTER 6: RECOMMENDATION AND IMPROVEMENT	21
REFERENCES	22
APPENDICES	23 - 25

LIST OF FIGURES

FIGURE 2.2: ORGANIZATIONAL STRUCTURE	11
FIGURE 2.6: TOTAL AVERAGE SALES FORECAST CHART	18

LIST OF TABLES

TABLE 2.1: COMPANY BACKGROUND	10
TABLE 2.6: TOTAL AVERAGE SALES FORECAST	18

EXECUTIVE SUMMARY

This project has been done to help students to improve their entrepreneurship skill and student can apply technology solution in real life. To complete this case study, we got an opportunity to interview the owner of the Mastuki Supplier Trading. Mastuki Supplier Trading is a supplier company that supply various types of chips and 'kuih raya'. Other than that, they also produce spicy cassava chips as their main production of this company. Mastuki Supplier Trading located at Batu Pahat, Johor.

In this case study, we need to ask about the problem that faced by the company, analyse the problem and find solution for the company. SWOT analysis have been chosen to complete our report. While gathering the information by using SWOT analysis, we were able to identify the strengths, weakness, opportunities and threats of the company. Based on this analysis, we found a few problems that faced by Mastuki Supplier Trading such as take longer period to pack their product, the location of the company is not strategic and there are many competitors that need to compete.

To complete this technology entrepreneurship (ENT 600) subject we are required to make an innovation for this company to help them in solve their problems. We found a great technology that can help Mastuki Supplier Trading in production process. Thus, in this report we will explained in detailed about how our technology can help Mastuki Supplier Trading.