



اَوْبَهُو سَيِّدُو الْوَعْدِ الْوَكِيْلُو
UNIVERSITI
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MARA



COMPANY ANALYSIS

PUSAT MEMPROSES KUIH ASLI

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

This study is conducted to give an idea on how to apply a solution in real life based on what students learned about technology entrepreneurship. To complete this task, we got the opportunity to interview the owner of Pusat Memproses Kuih Asli Kampung Judan which is one of the food processing industry located in Mukah, Sarawak.

Before the actual study was done, we had to do some research on the food industry since our main focus is food industry. This is important so that we can understand more about the industry. Then, we gathered several information related to the company through interview and observation. Some information of the company such as the company background, organizational structure, product design and techniques used to make products were collected. While gathering some information, we were able to identify the company's strengths, weaknesses, opportunities and threats through analysis of SWOT.

In brief, while analyzing the company by using SWOT analysis, we found out the problems that this company faced. The problems that we can see in this company are about management, location and competitors. Other than that, there is not enough workers to complete the demands of the customers since the orders created is too much.

From the above problems, we found out that there is a great potential to boost the sales if the technology improvement is made based on the problems. Thus, in this report, we will explain in detail about how those technology can help Pusat Memproses Kuih Asli Kampung Judan.