



اَوْنُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
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COMPANY ANALYSIS

**BELACAN MADU ENTERPRISE COMPANY**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## **EXECUTIVE SUMMARY**

Based on what students have learned about technology entrepreneurship, this analysis was conducted to get an understanding of how to implement technology solutions in real life. As a statistic student, involving in the case study by witnessing a real business operation is very important to pin point the challenges facing by the company and to find opportunity to improve the operation by using the current technology. The making of Shrimp Paste was selected due to this processing industry has a high potential to be commercialized since most of the Malay cuisine using shrimp paste as the ingredient to get a better taste. The research has been done based on some related articles about the processing industry before the real-life interview and in deep research was done on the shrimp paste processing industry.

The full-length interview has been conducted with the owner of Belacan Madu Enterprise, Puan Che Saudah Binti Hamzah to gather more information about the shrimp paste processing industry. There is several information were gathered from the interview such as the business background, the product design, services and the current technology used by this company. In addition, I get more understanding on the current marketing strategy and challenges they are facing which can be improvised using current technology to improve the productivity.

We were able to acknowledge the strengths, weaknesses, opportunities and threats of the company through SWOT analysis. In the SWOT analysis, we also found out the problems facing by Belacan Madu Enterprise. Due to lack of the latest technologies used in their work, their main weakness is the quality of their service and has several competitors that offer variety of shrimp paste. Other than that, they have problems with their fragile packaging which is easily torn apart and does not use the latest technology in their company. In addition, the challenge for the company that might affect the productivity and continuous supply of the shrimp paste is climate change. This is because during raining season, the process of shrimp paste needs to be stopped due to they unable to dry the shrimp under the sun.

We have found a huge opportunity to raise revenue from the above challenges that we obtained from this case study if technology innovation is introduced depend on the problems. Therefore, we will clarify in specifics in this report how these innovations will support Belacan Madu Enterprise.