



ENT600 TECHNOLOGY ENTREPRENEURSHIP CASE STUDY

COMPANY ANALYSIS OF HANNAN MEDISPA JERTEH



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SUBMISSION DATE : 26 NOVEMBER 2020

TITLE PAGE:

Company Analysis of Hanan Medispa Jerteh

ACKNOWLEDGEMENT

All praises for the Mighty Lord, Allah S.W.T with His permission I able to complete this case study successfully within the submission date. First and foremost, I cannot express enough thanks to my lecturer, Madam Yusrina Hayati Nik Muhammad Naziman for valuable guidance, patience, and also encouragement especially during this open distance learning (ODL) to guide the students complete this case study. Without her support, I don't think that I was able to complete this case study well. I offered my special thanks and gratitude for being given the opportunities by the MARA University of Technology for studying this entrepreneurship subject (ENT600) for this semester. From learning, I can further expand my views more on the entrepreneurship world. Not only that, but I also know how to evaluate the SWOT analysis and identify the recommendation the improvise the products. Last but not least, my completion case study could not have been accomplished without the support from my classmates. I thanked them for always offered their hands to help me whenever I need their help. Lastly, my family members were also an important inspiration for me. I express my sincere thanks to them for their love, support, encouragement moreover during this semester for the fully open distance learning (ODL). Thank you

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EXECUTIVE SUMMARY

With the utilization of SWOT analysis, I was able to figure out the strengths and weaknesses a company use their footholds. After I have perused the strengths and weakness, then only I can build upon that strength and work on that weakness to someday turn that weakness into leverage. As the saying goes, never underestimate your strength, never overestimate your weakness. Besides that, as I become aware of the opportunity and threat that enwreathe this line of business, I can better exploit this to either gain more mileage or to avoid some unwanted predicament that can drag us down. The line between opportunity and threat is thin since some opportunity maybe a threat, but every threat is an opportunity to learn something. I should always be vigilant and take a calculated risk if I am to thrive in the business world. Capitalizing on those worlds, technology development or improvement is always a risky move but it can be alleviated with a thorough analysis of the market and products/ services. With the up-to-date the technology of spa treatment and hair treatment, surely it can provide the best and comfortable services for the customers.