



COMPANY ANALYSIS

FRESH HUB TRADING SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF COMPUTER AND MATHEMAICAL SCIENCES
PROGRAMME : BACHELOR OF SCIENCE (HONS.) STATISTICS
GROUP : D2CS2416E
PROJECT TITLE : COMPANY ANALYSIS FOR TECHNOLOGY ENTREPRENEURSHIP
GROUP MEMBER : NOR FAZLINA BINTI BAHARIM
LECTURER : MADAM YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN

DATE OF SUBMISSION :

29TH NOVEMBER 2020

ACKNOWLEDGEMENT

All praise belongs to Allah SWT for giving me with good strength and health physically and mentally of this case study report as one of the requirements that need to be accomplished in the course work assessment for the code of ENT600 which is Technology Entrepreneurship. It is impossible for me to complete this case study report without the various kind of support, cooperation and help of many individuals and organizations involved.

I would like to thank University of Technology Mara and specifically to the Faculty of Computer and Mathematical Sciences for offering this course, Technology Entrepreneurship. This course gave me a chance to learn and explore more about entrepreneurship and technology that can be improvised.

Besides, I would also thank to our beloved lecturer of this course, Madam Yusrina Hayati Binti Nik Muhammad Naziman for guiding us in completing this case study report. Our dedicated lecturer able to reply to our question whenever we asked. She gave us many ideas of topic that we might interested to study. She also provided us the guideline to write this case study report properly and gave us some example of previous study that have been studied by our senior. I could say that I would not able to complete this case study report without her.

Other than that, thank you to Mr. Ching Woon Loong, the secretary of all the directors as the representative of his bosses for giving some of his time for the telephone interview and responded to my email. Moreover, he helped me by providing me some Fresh Hub Trading Sdn. Bhd. company profile although it is confidential.

Last but not least, an honourable mention goes to all my classmates for their understandings and supports each other in completing this case study report. Finally, thank you to my family that always give me a moral support to complete this study.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	iv
EXECUTIVE SUMMARY	v
1. INTRODUCTION	
1.1 Background of The Study	1
1.2 Problem Statement	2
1.3 Purpose of The Study	3
2. COMPANY INFORMATION	
2.1 Background	4
2.2 Organizational Structure	9
2.3 Products / Services	10
2.4 Technology	11
2.5 Business, marketing, operational strategy	13
2.6 Financial achievements	16
3. COMPANY ANALYSIS	
3.1 SWOT	17
4. FINDINGS AND DISCUSSION	18
5. CONCLUSION	21
6. RECOMMENDATION AND IMPROVEMENT	22
7. REFERENCES	23
8. APPENDICES	24

LIST OF TABLES

	PAGE
Table 2.1.1 : Company Details	4
Table 2.1.2 : Business Address	5
Table 2.2.1 : Directors / Officers	9
Table 2.6.1 : Balance Sheet	16
Table 2.6.2 : Profit and Loss	16
Table 3.1.1 : SWOT Analysis	17

EXECUTIVE SUMMARY

This assignment needs to be done to give us idea as a student learned this course, technology entrepreneurship on applying technology as a solution of the business' problems in real life business. In order to finish this assignment, we need to select any company and business that is under Small Medium-sized Enterprise (SMEs). We selected a wholesale company in Johor, Fresh Hub Trading Sdn. Bhd. We approached them through email and got the opportunities to interview through telephone, the secretary of the three directors, Mr. Ching Woon Loong as a representative of the directors that been busy with their work.

We need to do some research related to the wholesale business in Malaysia as our reference and our questions in the interview. We need to have some knowledge about current situation that occur in the wholesale business. The data and information gathered of the company such as company background, company structure, financial report, marketing strategies, business strategies and operational strategies, and many more. We used SWOT analysis in order to identify their strengths, weaknesses, opportunities and threats. From this analysis, we found their problem of the business faced. The problems covered the customers, employees, strategies, competitors and vendors.

We found a great idea to reduce the loss and gain the profit of this company if the new technology introduces to the company that provide from the problem faced. Therefore, this report will be explained on how this new technology can help Fresh Hub Trading Sdn. Bh