



COMPANY ANALYSIS

'PENGUSAHA SONGKOK AFIQ ASYRAF'

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

CASE STUDY

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EXECUTIVE SUMMARY

This study was done to bring an idea of how to implement a technology solution in real life based on what students have studied in Technology Entrepreneurship. In order to get this task done, 'Pengusaha Songkok Afiq Asyraf' has been selected as a company to be interviewed. A lot of information has been obtained during the interview session.

The purpose of this study is to identify few problems experienced by the company. Besides, the objective of this study is also to analyze the company by using strength, weakness, opportunity, and threat (SWOT) analysis. Finally, to identify solution to the problems recognized. A few solutions for each problem will be recommended since different problem demands different solution.

In general, this company had to face few problems. The major problem is lack of storage space since they produced a large quantity of *songkok*. Other than that, they also have a problem with the furniture used whereby the chairs and tables are uncomfortable. Apart from that, they still have a deficiency of the technologies used. The company primarily used approximately 60 percent of its labor force and 40 percent of its machinery in the production.

Hence, a few solutions has been suggested to overcome the problems. There are a few alternative solutions that has been recommended to the company for their business to improve in order to have a better future in the business field.