



اَوْبُوْ رَسِيْتِيْ تَيْكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

BELACAN MADU ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

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The most important person that we would like to thank is Puan Che Saudah binti Hamzah, the owner of Belacan Madu Enterprise for accepting our request to be interviewed. It was hard for us to find a suitable company to give information about their business. We had a telephone interview, and the time was limited, but she managed to answer the questions.

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EXECUTIVE SUMMARY

The case study report is required to analyse the real-life situation in business. Before we proceed to innovation product, we should identify how the company runs a business and find their problems. To do that, we must choose one company and observed by interviewing, document analysing et cetera. So, we are choosing Belacan Madu Enterprise, a food manufacturing product located in Kuala Perlis, Perlis.

We had an interview with the owner, Puan Che Saudah Binti Hamzah to gain more information about her business and company. It was a small company (SME) and we glad to see their business have been operated since 2001. We obtained information such as the process, history background, and their achievements. Besides interviewing, we collect the information through her social media account (Facebook) and internet. They always update their social media account to promote their product. They also have already expanded their product to international such as Singapore. From the interview, we able to collect and identify the strength, weakness, opportunities, and threats of the business using SWOT analysis.

Furthermore, we obtained several problems in business. Most of the problems occurred related to production process, technology machine and the workers' skills. So, form there, we decided on several alternatives that can be used to overcome the problems. One of the main problems can be solved by creating an innovative product. Hence, their company which is Belacan Madu Enterprise can improve their production process and benefits them.