



COMPANY ANALYSIS

BARA BAYU
ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP: CASE STUDY

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EXECUTIVE SUMMARY

Bara Bayu Enterprise is a grocery store that sells coconut milk and fresh chicken to the villagers and other suppliers. Since 2001, it has run. At his stall, Mr. Abu Bakar sells a lot of groceries, such as fresh fish, vegetables, and fruit. There are a few problems with manpower, lack of equipment used, non-systematic management, particularly in financial management, and minimal workplace, after making an observation. More production team workers should be hired by the company. More production team workers should be hired by the company. To ensure that their experience can be completely used to ensure an improvement in product quality, they can train employees. The organization did not use the computer-like technological platform to monitor all the cash flow. So, the organization has to use a new approach to make financial statements more structured. The space is too small for this stall. Mr. Abu Bakar has to open more branches or he can build another wider stall.