



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

*NZ*

*Kedai Kek & Roti*

629D, SIMPANG 3 KEMBOJA, 06150 AYER HITAM,  
KEDAH

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

NAME: NUR SYUHADA BINTI SHOBIR

STUDENT ID: 2019554725

GROUP: CS2416D

FACULTY: FACULTY OF COMPUTER & MATHEMATICAL SCIENCES

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LECTURER: MADAM YUSRINA HAYATI NIK MUHAMMAD  
NAZIMAN

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Title Page	i
Acknowledgement	ii
Table of Content	iii
List of Figure	iv
List of Table	v

## ***TABLE OF CONTENT***

<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>1.0 INTRODUCTION</b>	<b>2</b>
1.1 Background of the Study.....	2
1.2 Purpose of the Study.....	2
1.3 Problem Statement.....	2
<b>2.0 COMPANY INFORMATION</b>	
2.1 Company Background.....	3
2.2 Organizational Structure.....	3
2.3 About Products/Services.....	4
2.4 Business Technology.....	5
2.5 Marketing, Operational/Production.....	6
2.6 Financial Achievement.....	6
<b>3.0 COMPANY SWOT ANALYSIS</b>	
3.1 Strength.....	7
3.2 Weakness.....	7
3.3 Opportunity.....	8
3.4 Threats.....	8
<b>4.0 FINDINGS AND DISCUSSION (ISSUES/PROBLEMS).....</b>	<b>9</b>
<b>5.0 CONCLUSION.....</b>	<b>10</b>

**6.0 RECOMMENDATION AND IMPROVEMENT.....11**

**References.....12**

**Appendices.....13**

## **EXECUTIVE SUMMARY**

This course is one of the required subjects for UiTM students and this case study is important for Technology Entrepreneurship (ENT600) as the purposes of this subject are to teach the student on the know-how to manage the business and having the problem-solving skill, able to have critical thinking, provide creative ideas and also give the best suggestions and improvement towards the issues or problems faced. The case study is related to find the issues or problem faced by the local SMEs chosen and the students able to provide the suggestion to the company.

The chosen SME is NZ Bakery that offers their services on selling the buns and cakes. Other than that, they also received orders for the event in large quantities such as for schools, hostels, companies, birthday celebrations and wedding ceremonies. The interview session with both owners, Encik Ahmad Tarmizi and Puan Jam binti Salleh, about the company and their business gave me the information about their products, technology used, the marketing technique and etc that is briefly explained in this report.

The information obtained during the interview can be used to analyse the SWOT analysis technique on the strengths, weaknesses, opportunities and threats towards the company. The findings about the issues faced by the company related to technology are stated in this report.