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UNIVERSITI
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MARA



COMPANY ANALYSIS

LY BAKERY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLES	iv
EXECUTIVE SUMMARY	1

1. INTRODUCTION

1.1	Background of The Study.....	2
1.2	Problem Statement.....	2
1.3	Purpose of The Study.....	2

2. COMPANY INFORMATION

2.1	Background.....	3
2.2	Organizational Structure.....	4
2.3	Products/Services.....	4
2.4	Technology.....	5
2.5	Business, marketing, operational strategy.....	6
2.6	Financial achievements.....	6

3. COMPANY ANALYSIS

3.1	SWOT.....	7
3.2	Consumer Trend Canvas.....	7

4. FINDING AND DISCUSSION

4.1 Finding.....8

4.2 Discussion.....8

5. CONCLUSION.....9

6. RECOMMENDATION AND IMPROVEMENT.....10

7. REFERENCES..... 11

8. APPENDICES..... 12

EXECUTIVE SUMMARY

This case study project is one of the requirements for a Technology Entrepreneurship (ENT600) course aimed the students at learning how to be an entrepreneur applying the technology in the company and how the company is managed especially for local SME companies. The company selected for this case study is therefore LY Bakery.

LY Bakery aims to open another branch in Malaysia that supply cakes, breads and anything that related to baking. Therefore, based on the interview with the owner Puan Norlizawati, a brief overview of company information and products is described also the technologies that were used by the company. In addition, using the above methods, the strategies on how the company promotes its products and the achievement of this company are collected and also explained briefly in this report.

Finally, swot analysis is discussed containing strength, weakness, opportunity and thread in the business. The problem facing the company from the swot analysis is outlined and suggested ideas for improving and solving the problem are suggested.