



اَوْنُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



# COMPANY ANALYSIS

ROZITA BINTI BAKAR COMPANY

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **EXECUTIVE SUMMARY**

This is an attempt to know how the theories can be applied to the actual situation. As a student in UiTM Kota Bharu, Kelantan, it is a part of the study for everyone to experience a case study project. Then, for this purpose, we got the opportunity to research a company that provides services in the food industry to the same customer group, which is ROZITA BINTI BAKAR company, that provides classical food products. In the first part of the project report, the general information of the company has been collected. Information is gathered through primary and secondary sources as well. The second part of the report contains a specialized subject study. The objective of the project is to work on the background, organizational structure, and production process that ROZITA BINTI BAKAR provides.

Next, I study the classical food that the company provides and other supporting services in order to maintain the stability of the company, as well as business, marketing, and its operational strategy used by the company to promote their products which we find quite interesting.

Lastly, I do some research about the company's financial achievements regarding how they manage their finances, as well as achievements, develop from financial management. Goals indicate what a business unit wants to achieve. The strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and effective management. In this case study, I analysed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis.

Thus, from the needs and demands of the existing consumers of this company, I analysed and find a solution to overcome every obstacle and also to try to develop new innovation to be continued in the upcoming New Product Development tasks.