



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA



COMPANY ANALYSIS

M.E ASIA ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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NAME	Umi Munirah Binti Ishak
CLASS	D2 CS241 6E
LECTURER	Puan Yusrina Hayati Binti Nik Muhammad Naziman

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EXECUTIVE SUMMARY

This case study aims to provide students with information on how a company is run, especially for local SME companies. Thus, M.E Asia Enterprise is therefore selected for this case study. M.E Asia Enterprise company is located in Ipoh where they sell “Kuih Bahulu” and traditional chips. They also offer packages such as a hamper and door gift at a great and affordable price. Customers can pick any kind of “Kuih Bahulu” and chips they want. The company has also provided delivery services when customers have no time to visit their outlets.

The general information of the company has been collected in the first part of the study. The information is collected through WhatsApp and the company’s website. I clarified the background and organizational structure of the M.E Asia Enterprise business in this case study. I also analyzed the strength, weaknesses, opportunities, and threats of the company by using SWOT analysis.

However, by carrying out this case study I found out there are several problems that act on M.E Asia Enterprise such as the suppliers’ etiquette and number of competitors. The problem faced by the company is highlighted from the SWOT analysis and recommended solutions are presented to improve the problems