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UNIVERSITI  
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## COMPANY ANALYSIS

### Baker Brothers Cafe

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

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## EXECUTIVE SUMMARY

The subject of this case study, the Baker Brothers Café, has been analyzed based on the information obtained from the interview with En. Azri and also from the company's social media accounts. The research is done based on the guidelines provided for company analysis. Details on the background of the company, organizational structure, products and technology used have been examined. The strategies on the company's business, marketing, operation, along with their financial achievements were also taken into account.

To analyze the company, their strengths, weaknesses, opportunities and threats have been identified using the SWOT analysis. Subsequently, to find a solution with the intention of overcoming their problems and satisfying their customers' needs based on the demands of their present customers, Consumer Trend Canvas (CTC) analysis has been applied.

Afterwards, the problems were identified. Their existing products are serving their best. However, the main problem in the company lies within their marketing strategy. Though they use social media platform, they do not apply it to its full capacity. There are also some complications in their operational strategy, particularly in the delivery services and communication with customer. There have not been an attempt to run promotions. In terms of technology used, their equipment is underutilized due to the Covid-19 pandemic. All of the above concerns cause them to obtain low profit, or even loss and not having many returning customers.

It is recommended that the company adopt a marketing strategy through advertising and develop an official website to run their business to get more customers. In order to create opportunities for returning consumers, they should make promotions regularly and create a loyalty program. It is also highly suggested for them to hire more employees and come up with a solution to fully utilize their technology.