



اُنْبُوْا سَيِّئَاتِيْ لِيَّ كُوْنُوْا لِيَّ مَرَاتِلًا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

AYAM WARISAN VENTURE

TECHNOLOGY ENTREPRENEURSHIP (ENT600) CASE STUDY

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EXECUTIVE SUMMARY

This assignment is focus on a case study of the company, Ayam Warisan that located at Guar Chempedak in Kedah. For this purpose, I have interview session with the owner about the company information an do SWOT analysis. Learning the current condition of strength weaknesses, opportunities and threats can help a development in the business strategies. This strategy to enhance the technology and marketing of the business is very critical thing because we must brave in order to try a new methodology. Besides, the problems finding from the company is by the SWOT analysis and how the owner come out with the solution to handle the problems.

1. INTRODUCTION

1.1 Background of Study

This study is research on the entrepreneur who run the business which is Ayam Warisan Venture. Ayam Warisan was owned by a local entrepreneur stated in Guar Chempedak, Kedah. The company was selected as reference for completing the written report on case study for Technology Entrepreneurship (ENT600) subject because the achievement and potential of this company in food manufacturing business. This company is the main supplier of fresh chicken around Guar Chempedak. This study gave us a lot of experiences, it helps us developed as an individual and improved our communication skills by interview with the owner or the workers from the company.