



## COMPANY ANALYSIS

### SN KEKAL MAJU ENTERPRISE

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

**FACULTY** : FACULTY OF COMPUTER AND  
MATHEMATICAL SCIENCES

**PROGRAMME** : BACHELOR OF SCIENCE (HONS.)  
MATHEMATICS

**SEMESTER** : 6

**NAME OF STUDENT** : LYANA BINTI IBRAHIM

**STUDENT ID** : 2017340707

**GROUP** : D1CS2496A

**LECTURER** : NURUL SYAQIRAH ZULQEIRNAIN

## **ACKNOWLEDGEMENT**

In performing this assignment, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude. The completion of this assignment gives me much pleasure. I would like to expand my deepest gratitude to all those who directly and indirectly guided me in writing this assignment. I would also like to show my gratitude to Madam Nurul Syaquirah binti Zulqernain, ENT 600 lecturer, UiTM Machang for giving me a good guideline for assignment throughout numerous consultations.

In addition, I thank Mr. Samsul, the founder of SN Kekal Maju Enterprise for taking his time out of his day to be interviewed. Last but not least, I also sincerely thank my family especially my parents, Rozita binti Abdul Rahman and Ibrahim bin Halid for their love, prayers, caring and continuing support to complete this assignment.

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## **1. INTRODUCTION**

### **1.1 Background of The Study**

In this case study, a company that running a business related to pallets either wooden or plastics was studied. In order to identify an improvement that can be made, the problem should be identified. Thus, this case study will show us on how does company that make a business of their pallets in market and what kind of problems that they might face. In addition, the company also will be analyzed in order to figure out their strength and weaknesses in order to make an improvement in future.

### **1.2 Problem Statement**

The company was observed to face some problems related to their process, technology and system oriented. For instance, they are lack of marketing expertise and lack of the usage of sophisticated machinery. There are a lot of improvement can be made in order to enhance their products and services.

### **1.3 Purpose of The Study**

The purpose of the case study is to fully get access to the details of this products and services and its company to identify potential vulnerabilities and product aspects that can be implemented to the given problems.