



اُنْبُوْكَرْسِيَّتِي تِيَكُوْلُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT600 – TECHNOLOGY ENTERPERNEURSHIP**

**PROJECT TITLE:**

**CASE STUDY ON ICELY COMPANY**



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## **EXECUTIVE SUMMARY**

This report is focus on the case study of Icely company which provide delicious and delightful “ice-cream potong” with twelve different flavours located at Kok Lanas, Kelantan. In order to complete this report, the company information has been collected from primary and secondary sources. An online interview with the owner of Icely company was performed on 11 November 2020 in purposed to gain more about background, organizational structures, marketing or operational strategy, product and services thE firm provides. Then, data analysing process was implemented to find the current condition of company’s strength, weakness, opportunities and threats using Consumer Trend Canvas (CTC) and SWOT analysis. From there, students able to discover the major problems faced by the company and tried to come up with better solutions that could cope the problems. This case study teaches students about real business world and afterwards, they can learn how to tackle the issues using technology solutions which are fit in modern era.