



COMPANY ANALYSIS IN SAFF FOOD INDUSTRIES SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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TABLE OF CONTENT

	<u>PAGE</u>
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	vi
1. INTRODUCTION	
1.1 Background Of The Study	2
1.2 Problem Statement	2
1.3 Purpose Of The Study	2
2. COMPANY INFORMATION	
2.1 Background	3
2.2 Organizational Structure	4
2.3 Products/Services	5
2.4 Technology	6
2.5 Business, marketing, operational strategy	6
2.6 Financial achievements	6
3. COMPANY ANALYSIS	
3.1 SWOT	7
3.2 Consumer Trend Canvas	8
4. FINDINGS AND DISCUSSION	
9-10	
5. RECOMMENDATION AND IMPROVEMENT	11
6. CONCLUSION	12
7. REFERENCES	13

8. APPENDICES 14

EXECUTIVE SUMMARY

This study was focused on a company analysis regarding the technology entrepreneurship that related with In Saff Food Industries Sdn. Bhd. company. The company come with four products which are Kambing Perap Muzdalifah, Ayam BBQ Muzdalfah, Susu Kambing Muzdalifah and Rempah Nasi Arab Muzdalifah. All the information were gathered from the interviewed session with one of the board members of the company, Encik Mohd Fahmi Mohd Naw, through whatsapp application. The information that was given including the information regarding the company, the weakness and strength of the company and the technology used by the company. This study also carried out a SWOT analysis and Consumer Trend Canvas which were very helpful to see the situation of the company in a bigger scale. There were also a few of recommendations for the solution of the company's problems such as creating own website that the consumer can easily made the purchase and to purchase innovation machine that can help with the productivity of the company. Overall, this study was very helpful for both parties, for student and also for the company.