



# COMPANY ANALYSIS

## ADABI CONSUMER SDN BHD

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

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## **EXECUTIVE SUMMARY**

This study is conducted to give an idea on how to apply a solution in real life based on what students learned about technology entrepreneurship. To complete this task, we do not have the opportunities to interview any of the management team for Adabi Consumer Sdn Bhd because of the pandemic COVID-19. However, we do continue the case study by researching in the internet.

We gathered several information related to the company through observation and searching. Some information of the company such as the company background, organizational structure, product design and techniques used to make products were collected. While gathering some information, we were able to identify the company's strengths, weaknesses, opportunities and threats through analysis of SWOT.

In brief, while analyzing the company by using SWOT analysis, we found out the problems that this company faced. The problems that we can see in this company are about management, location and competitors. Other than that, there is not enough workers to complete the demands of the customers since the orders created is too much.

From the above problems, we found out that there is a great potential to boost the sales if the technology improvement is made based on the problems. Thus, in this report, we will explain in detail about how those technology can help Adabi Consumer Sdn Bhd.