



اُونِيُوَرَسِيْتِي بَاتِيكُونُو لُو كِي بِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



### COMPANY ANALYSIS

**NORAINI'S COOKIES WORLDWIDE SDN BHD**

### TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

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

**PROGRAMME : BACHELOR OF SCIENCE STATISTICS (CS241)**

**NAME : NUR FARHANA BINTI ZAKARIA**

**MATRIC NO : 2018297644**

**GROUP : D2CS2416A**

**LECTURER'S NAME : MADAM YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN**

**SUBMISSION DATE : 5 MAY 2021**

## **ACKNOWLEDGEMENT**

First and foremost, alhamdulillah, praises and thanks to Allah as finally I was able to finish this case study for technology entrepreneurship (ENT600) within the time given. Behind this successful case study, there were many people who supported and help me through this study. It is so honour to acknowledge the names and show my gratitude here as a part of the dissertation.

Secondly, I would like to express my deep and sincere gratitude to my lecturer Mdm Yusrina Hayati Binti Nik Muhammad Naziman for the valuable guidance and advice. She always provides guidance and help me whenever I encounter problems in completing this project. Her willingness to motivate me contributed tremendously to my report. Without her help, I would not be able to complete this case study report.

Last but not least, I would like to show my deepest appreciation to our dearest families and friends. Even though our projects do not carry the same field, we are able to discuss and give opinion and it was really a great help. And for my family, they are always support me behind my back and encourage me to not to give up. I would like to say thanks to these great people.

<b>TABLE OF CONTENT</b>	<b>PAGE</b>
ACKNOWLEDGEMENT .....	2
TABLE OF CONTENTS .....	3
LIST OF FIGURES .....	4
LIST OF TABLES .....	4
<b>EXECUTIVE SUMMARY</b> .....	<b>5</b>
<b>1. INTRODUCTION</b> .....	<b>6</b>
1.1 Background of the study .....	6
1.2 Problem Statement .....	7
1.3 Purpose of the study .....	9
<b>2. COMPANY INFORMATION</b> .....	<b>10</b>
2.1 Background of Company .....	10
2.2 Organizational Structure .....	14
2.3 Products and Services .....	15
2.4 Technology .....	19
2.5 Business, Marketing, Operational Strategy. ....	20
2.6 Financial Achievements. ....	23
<b>3. COMPANY ANALYSIS</b> .....	<b>24</b>
3.1 SWOT Analysis .....	24
<b>4. FINDINGS AND DISCUSSION</b> .....	<b>25</b>
<b>5. CONCLUSION</b> .....	<b>27</b>
<b>6. RECOMMENDATION AND IMPROVEMENT</b> .....	<b>28</b>
<b>7. REFERENCES</b> .....	<b>29</b>

## **LIST OF FIGURES**

Figure 1 Founder of Noraini’s Cookies .....	10
Figure 2 Noraini’s Cookies Factory at Shah Alam.....	11
Figure 3 Transition of Noraini’s Cookies Logo. ....	11
Figure 4 Noraini’s Corporate Value.....	12
Figure 5 History of Noraini’s Cookies.....	13
Figure 6 Noraini’s Organization Chart.....	14
Figure 7 Daily Cookies.....	15
Figure 8 Pre – Mix Flour .....	16
Figure 9 Multi-Purpose Seasoned Flour. ....	17
Figure 10 Festive Cookies. ....	18
Figure 11 Technology Used in Noraini’s Cookies.....	19
Figure 12 Noraini’s Cookies Facebook.....	21
Figure 13 Noraini’s Cookies Official Website.....	21
Figure 14 Achievement Achieved by Noraini’s Cookies.....	23

## **LIST OF TABLE**

Table 1 SWOT Analysis.....	24
----------------------------	----

## **EXECUTIVE SUMMARY**

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Kelantan Kampus Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, we got the opportunity to research a company which manufactured the same product that we want to develop, which is Noraini's Cookies Worldwide Sdn Bhd, currently stated in Shah Alam, Selangor.

For the project report, the first step is the general information of the company has been gathered and the information is gathered through the secondary sources for example we also gathered information about Noraini Cookies company through the article through the internet. In the second parts of the report, it contains the specialized subject study. The objective of the project is to work on the background, organizational structure, products and services that have been provided in Noraini's Cookies Worldwide Sdn Bhd. Next, we study about the technology or system that have been used in Noraini's Cookies company and marketing strategy used by the company to promote their products which we find quite interesting. Lastly, we do some research about the company financial achievements and how they manage their finances as well as achievements gain from financial management.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analysed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis.