



اَوْنَبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا
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BUSINESS PLAN AND PROBLEMS

PIZZA LIZA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

A case study was carried out at Pizza Liza Kuala Terengganu. The purpose of this case study was to analyse the strength, weakness, the company's opportunities in the future and the threats that they faced in the industry. The strengths and weaknesses of the company is determined to help the management improving their quality of services. The major problems that must be taken care of are the location, their lack of workers, area of delivery service available and the demand from outside Kuala Terengganu. The study was done as part of our assignment for course Technology Entrepreneurship (ENT600). We evaluate business's performance through the SWOT analysis which comprises of Strength, Weaknesses, Opportunity and Threat. The primary data was collected by using S.W.O.T analysis. A set of questions was asked during the interview with the owner of the restaurant and then the information is then classified accordingly. The secondary data was collected from the company's social media. The analysis leads over to the conclusion that this restaurant has bright future in this food industry. Valuable suggestions and recommendations are also given to the company for better prospects.