



اَوْنِسُوْكَرْسِيْ بِنْدُوْكَوْلُوْكَوْ فَايْمَرَا
UNIVERSITI
TEKNOLOGI
MARA

Dapur  bu®

**COMPANY ANALYSIS
DAPUR IBU FOOD INDUSTRY**

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This case study is focusing on giving idea how to maintain the taste and to make sure more people could easily get the products. In the first section of the case study will be the general information of the company that has been assembled where the information were gathered through secondary source which their website and social media platforms such as Facebook. The next part of the study is more concentrated onto the subject study. The objective of the object is to work on the background of the company and types of product that provided by the company. Next, the study will focus on the giving the idea that will help the company. In this this case, we analyses the strength, weaknesses, opportunities and threats of the company using SWOT Analysis.