



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى
UNIVERSITI
TEKNOLOGI
MARA



coffeeland

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TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY COMPUTER SCIENCE AND MATHEMATICS

BACHELOR SCIENCE STATISTICS

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PROJECT TITLE : COFEELAND SDN. BHD.

NAME : NUR AZMINA HUSNA BINTI NORAMINASRUN

MATRIC NO. : 2018435676

LECTURER : YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

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1. INTRODUCTION

1.1 Background Of The Study

Coffeeland®, a home grown leading manufacturer of premium Ice-Blended Coffee and Beverages in the Asia region, serving in HORECA industry for the past 20 years.

Coffeeland is known as a trend setter for this industry among hotels, franchise, cafes, restaurants and chain stores world-wide. Through a dedicated and innovative product development team, Coffeeland has constantly developed new products and as at to date more than three hundred (300) gourmet flavors been produced, ranging from coffee to non-coffee range including fruity smoothies and tea range. These products are marketed under Java Blenz®, Tropicaland®, Coffeeland®, Teazane® and VeLife respectively.

One of the most famous and leading brand is Java Blenz®. Today a café/restaurant would not be completed without it, as Java Blenz® has made the lifestyle complete with the range available. Coffeeland offers business opportunities to Agents/Distributors nationwide and worldwide with a win-win strategy. Presently, our overseas distributors are available in Indonesia, Philippines, Singapore, Pakistan, Jeddah, UAE and Cambodia. Leveraging on our expertise and experiences; ensuring our customers receive the finest support, service, and value.

Coffeeland constantly on the look out for business partnership and have actively participated in the International Trade shows such as Gulfood-Dubai , Hofex-Hong Kong, FHM & Intrade-Malaysia, Foodex -Japan, FHC-China, Interfood-Indonesia, SFH-Korea etc. Our Innovation is our commitment, our Clients and customers are our main priority and our Quality is our promise. (I.C.Q) In this new era, Coffeeland is moving into developing healthy beverages such as Slimming Green Coffee, Men Power Mocha, Multi grain beverages and KETO coffee. Our products are available online such as shoppe and alibaba.

1.2 Problem of Statement

There are several problems that we are trying to solve by opening the business. First of all, the problem is there is no any branches of coffeeland in Malaysia. Next, our target customer would be the coffee lovers meanwhile not everyone is a coffee lovers. This will be a problem to attract more customer to love coffee especially for students because for the the coffee is not health for brain.

1.3 Purpose of Study

2. COMPANY INFORMATION

2.1 Background

FAST FACTS

Business Summary	The company specializes in the production and distribution of coffee and tea, desserts and other beverages
Country of Incorporation	Malaysia
Established	In1998
Age of company	21 Years 4 Months 8 Days
Ownership Type	Private
Primary Sector	Food and Beverages
Number of Employees	11 - 50 People
Primary Location	Puchong
Adresss	42, 42-1, 42-2, Jalan Puteri 5/5, Bandar Puteri Puchong, Puchong, Selangor, Malaysia, 47100..

CONTACT DETAILS

PRIMARY ADDRESS

Address: No 42,42-1,42-2, Jalan Puteri 5/5, Bandar Puteri Puchong, 47100, Selangor, Malaysia

CONTACT

- Tel: **(0060) 80652335**
- Email: sales@coffeeland.com.my
- Email: admin@coffeeland.com.my
- www.coffeeland.com.my

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HISTORY

Coffeeland Sdn Bhd, a leading manufacturing company of Premium Ice-Blended Coffee and Beverage solution in Asia. Our factory is Halal, HACCP and ISO22000 certified. We have been in the industry for the past 17 years and our vision is “Bringing out Joy and Happiness”. Having won numerous awards and recognition throughout the years, Coffeeland has dedicated its growth and success to contribution of our innovative development team and continuous support from our valued customers.

With passion for innovation and excellence, our product line has increased to sixty (60) gourmet flavors, ranging from coffee to non-coffee products. Our brands comprises of Java Blenz®, Tropicaland®, Teazane® and Coffeeland. Our products are popular choice among the young and matured generation of beverage lovers, serving across the HORECA industry and export market worldwide. Besides the beverages, our companies also provide café total solution ranging from our core product itself until the equipment such as coffee machine, commercial blender and accessories.

Vision

bringing out
Joy & Happiness