



COMPANY ANALYSIS OF SERI KEROPOK LEKOR

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY COMPUTER AND MATHEMATICAL SCIENCE

PROGRAMME : BACHELOR OF SCIENCE(HONS.) STATISTICS

SEMESTER : SIX(6)

NAME : ANIS SUKIRA BINTI MOHAMMAD YUSOFF

MATRIC NO. : 2018644704

LECTURER NAME : MADAM YUSRINA HAYATI NIK MUHAMMAD NAZIMAN

ACKNOWLEDGEMENT

In performing my assignment, I had to take the help and guideline of some respected persons, who deserve my greatest gratitude. I would like to show my gratitude to Mdm. Yusrina Hayati Nik Muhammad Naziman, my ENT 600 Lecturer, for giving me a good guideline for assignment throughout numerous consultations. I would also like to expand my deepest gratitude to all those who have directly and indirectly guided me in completing this assignment. Furthermore, I would also like to acknowledge with much appreciation for the huge cooperation by Seri Keropok Lekor and Mrs. Hanani who gave the permission to me all for the interviews and the necessary materials to complete the task in this course. Last but not least, I also have to appreciate the guidance given by my classmates in my project report. It has improved my skills thanks to their comments and advices.

Table of Contents

ACKNOWLEDGEMENT	2
LIST OF FIGURES	4
LIST OF TABLES	5
EXECUTIVE SUMMARY	6
1. INTRODUCTION	7
1.1. Background of Study	7
1.2 Problem Statement	7
1.3 Purpose of Study	8
2. COMPANY INFORMATION	9
2.1 Company Background	9
2.2 Organizational Structures	9
2.3 Products/Services	10
2.4 Technology	15
2.5 Business, Marketing and Operational Strategy	15
2.6 FINANCIAL ACHIEVEMENTS	16
3.COMPANY ANALYSIS	17
3.1 Strengths	17
3.2 Weakness	17
3.3 Opportunities	18
3.4 Threats	19
4. FINDINGS AND DISCUSSIONS	20
4.1 Marketing strategies	20
4.2 Vision and Mission	20
5. TECH BASED RECOMMENDATION AND IMPROVEMENT	21
6.CONCLUSION	22
REFERENCES	23

LIST OF FIGURES

Figure 2. 1:Keropok Lekor Machines	10
Figure 2. 2:Frozen Keropok Lekor	10
Figure 2. 3:Frozen Keropok Lekor with Chili sauce	12
Figure 2. 4:Cheese Powder	12
Figure 2. 5:Keropok Keping	13
Figure 2. 6:Keropok Lekor	13
Figure 2. 7:Variety Type of Sauce	14
Figure 2. 8:Frozen Keropok Losong	14
Figure 2. 9:Keropok Segera Sira	15
Figure 2. 10:Keropok Segera	15

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situations. As a student in UiTM Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company that can be categorized as Small Medium Enterprise (SME).

Seri Keropok Lekor Company is the company that selling the variety types of the frozen *keropok*, *keropok keping* and *keropok segera*. Seri Keropok Lekor produces the frozen *keropok lekor*, frozen *keropok losong*, *keropok segera*, and *keropok keping*. *Keropok keping* were ordered from another wholesaler in Kelantan whereas frozen products are produces by the company itself.

The vision of this company is to gain the higher rate of customer purchase decisions in order to increase company sales of return. The target customers for this company includes the wholesaler and citizen to walk-in to their premise. As other businesses, Seri Keropok Lekor also has their own strength, opportunity, weakness and threats. From the information that has been accumulated by researching company information, a few company`s SWOT aspects that can be improved over time. For instance, the company's facilities are outdated, manufacturing activities and poor marketing strategies.

The Business main competitor is the company that also sells the same products but their company is more well-known and has good marketing in order to attract the customer. Other than that, the location is also not strategic to Seri Keropok Lekor to gain the customers since their premise is not located in the city and not in a crowded area.

In a nutshell, the analysis of this company can improve the sales of Seri Keropok Lekor to make this company well-known throughout the nation and to produce more products from this company. In order to achieve the goals of the Seri Keropok Lekor Company must have good marketing which is good packaging to attract the customers and wholesaler to buy the products by their company.