COMPANY ANALYSIS

KOPIOLOGY BREWED COFFEE

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

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EXECUTIVE SUMMARY

A technology entrepreneur is someone who runs a company that focuses on developing new technologies, processes, or services. It's a mix of modern and one-of-a-kind developments. To become an entrepreneur, one must have an innovative potential and the willingness to take risks in drastic or gradual innovation and circumstances. A convenient brewed coffee cafe was chosen in order to recognise a product with significant potential for innovation and development. Coffee has been one of the world's most popular beverages in recent years. Coffee shops' sales, profit, and popularity have been steadily increasing since the late 1700s, when it became a common drink. Many people are interested in investing in a cafe shop as a result of the growing coffee industry. In this sector, customers and sellers usually use a common cash register machine when making cash payments. This process will take some time to complete due to inefficiency, inability to run database marketing and failure to produce a more detailed report. A solution is now needed, which is the key reason for conducting this study, which will be accomplished by the use of smart technology.

The aim of this research is to replace technology, polish some facilities, update business skills, and add some new touches in order to compete with the other great companies ahead. The cafe shop will get a fresh start if the cash register is replaced with a POS device. Point-of-sale systems became more computerized as time went by, storing a product database on a computer server. They frequently provide a barcode reader to eliminate the need for manual price entry while also electronically storing transaction information.

The SWOT analysis of the business was examined in depth in this case study, and the strengths, weaknesses, opportunities, and risks were identified based on an interview session with the cafe owner. Then, the observed weakness, which is the no proper accounting system, was brought up to examine how much this weakness will affect the company and what the consequences will be if this weakness is not addressed. The weakness was then overcome with the recommendation by implementing the POS system in the final phase.

1. INTRODUCTION

1.1 Background of The Study

ENT600 has the authority to expose students to the new industry. This subject will teach the student how to build a company and what kinds of things can go wrong in the entrepreneur world. It is important for students to acquire as much experience as possible in order to broaden their thinking skills and introduce them to the real world of business and how to deal with it. For this subject, students must conduct a search for an organisation and conduct an interview with the owner or employees. Based on the company interview, we should write a case study written report. The case study is offered to students who want to start a business as an early planning. We must apply the SWOT analysis that we learned in class to the case study.

1.2 Problem Statement

During the interview session with the owner, student may take notes about the explanation given about the company. By the end of the interview, students shall understand what are the problems may occur in that company that meet the technology solution. These are few problems that have been found, which is ineffectiveness of the technology system. The company is having difficulty tracking profits, processing transactions smoothly, and tracking the most profitable menu items due to the cash register machine's inability to perform the task effectively.

1.3 Purpose of The Study

The aim of this research is to introduce students to real-world business situations through the use of case studies. In this assignment, the student must set up a meeting or interview with the selected company. For this case student can choose whatever company that belong Small -to- Medium Enterprise category. This business also can be chosen from any background of business such as advertising company, construction of company, food industries and many more company that have potential for the student to generate technological solution for the business.

Besides this, students can learn how to handle and keep a company stable when difficulties and obstacles arise during the course of business operations.