



اَبُو سَيِّدِي تَكْنُو لُو كِي مَبَارَا  
UNIVERSITI  
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**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**



## **COMPANY ANALYSIS**

**NEKMATBIZ**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## **EXECUTIVE SUMMARY**

The objectives of case study are to describe a company cases and identify the key issues of the case that need to focus on. This case study can enhance students' acknowledgement undergo Small to Medium Enterprise (SME). NEKMATBIZ has been selected for the case study because I want to know more about fishing industry. For your information, other than selling fresh fish, this company also produce frozen fish and fishery products such as fish finger, fish stick and nugget. We can get all these products with affordable prices from their store located at Batu Caves, Kuala Lumpur or visit their website and Shopee.

The brief description about the organization was gathered in the first section of the project report through secondary sources which is website of the company. In this case study, I explained the context and organizational chart of the NEKMATBIZ company.

Then, I have used SWOT analysis to assess the company's strengths, weaknesses, opportunities, and threats. Fortunately, I discovered that there are a few of issues that affect NEKMATBIZ development and suggestion to solve the problems have been recommended.