



اَبُو سَيِّدِي تَبَكُّو لُو كِي مَارَا
UNIVERSITI
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MARA



COMPANY ANALYSIS

DONUT LAMBONG

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

This business plan will introduce Donut Lambong as a new establishing company which is start their operation on year 2017. Donut Lambong is a company that running business on food-based business which is donut business. This donut shop is sole proprietorships that opened by Mr. Mohd Norul Hamidi bin Ab. Wahab who is the owner of Donut Lambong. Location of a business is at 365-29, Kampung Renek 22020 Jerteh, Terengganu nearby main road which is Jalan Kota Bharu – Kuala Terengganu. Donut Lambong is concentrated on producing the donut and selling it to the customers and it is focused on the local people around Besut. Donut Lambong has opened their first branch at September 2020.

They are open from Saturday to Thursday, with hours ranging from 11:00 a.m. to 5.30 p.m., and they are closed on Friday. Their mission is to be one of the best food products with a high quality to enjoy with everyone, in addition to being a profitable company. Their target market is the local people around Besut. The advantage of Donut Lambong is adjacent to main road which is clearly can be seen by people that use the road. The profitability can be achieved by the them monthly is about RM 5,000 to RM7,000 average. They also faced some problems in their business. Hence, this study is to explore in detail the background of the company and their business, the strength and weakness, and opportunities and threats in order to analyzed and find the solution to overcome the problem.

1.0 INTRODUCTION

1.1 Background of The Study

ENT600 or Technology Entrepreneurship is an entrepreneurship subject that the entire students in UiTM need to take regardless of their course. The purpose of this subject is to expose the students to the existing industry and also as an effort to understand how the theories can be applied to an actual situation. This subject will expose and teach the students on how to start and run their business if they want to start their own business. In this modern era, it is crucial for the students to develop knowledge and skills. In the task for this semester, the students are required to search for a company and hold the interview with the owner or the staff from the company.

For the task, I need to create a written report of the case study based on the company's interview. I will choose one business that I want to interview and I need to use the SWOT analysis that I have learnt in the class. Students need to identify the company's problem from the case study that have been selected. From the problem, the students need to identify the solution to improve the product quality and the quality of their product.

1.2 Purpose of The Study

The aim of the case study is to identify the company's problems or issues that have been encountered in the market, such as in the process, technology, product, or services. This study may suggest some solutions to the problems identified as well as a path to business success based on the problems identified.

Other than that, the purpose of this study is to be able to discuss about the entrepreneurial process in the business. It is also to diagnose a business and identify their competitive position and this study also to suggest a technology-based solution to the problems that have identified in this study.