



اَوْنُوْ سِيْتِيْ تِيْ كُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

MH MOHD INDUSTRIES SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY	Faculty of Computer Science And Mathematic
PROGRAMME	CS241
SEMESTER	06
PROJECT TITLE	Company Analysis
NAME	Noor Azlem Binti Che Kamaruzaman
LECTURER	Mdm. Yusrina Hayati Nik Muhammad Haziman
SUBMISSION DATE	05th MAY 2021

ACKNOWLEDGEMENT

In performing my assignment, I had to take the help and guideline of some respected persons. I would like to show my gratitude to Mdm. Yusrina Hayati, our 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.

Last but not least, many thanks go to the all my friends that also together to finished their project and have to appreciate the guidance given by my classmates in project report, it has improved my skills thanks to their comment and advices.

TABLE OF CONTENT

TOPIC	PAGE
TITLE PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURES	4
LIST OF TABLE	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	
1.1 Background of Study	6
1.2 Problem Statement	6
1.3 Purpose of Study	7
2. COMPANY INFORMATION	
2.1 Background	8
2.2 Organizational Structure	10
2.3 Products / Services	11
2.4 Technology	12
2.5 Business, marketing, operational strategy	13
2.6 Financial achievements	13
3. COMPANY ANALYSIS	
3.1 Strengths	15
3.2 Weaknesses	16
3.3 Opportunities	16
3.4 Threats	17
4. FINDINGS & DISCUSSION	18
5. CONCLUSION	19
6. RECOMMENDATION AND IMPROVEMENT	20
7. REFERENCES	21
8. APPENDICES	23-24

LIST OF FIGURES

TOPIC	PAGE
Figure 1: Company Logo	8
Figure 2: Machine used	12
Figure 3: Product processing	12
Figure 4: Store to keep the product	12

LIST OF TABLE

TOPIC	PAGE
Table 1: Company Information	8
Table 2: Organizational Chart	10
Table 3: MH Mohd's Product	11

EXECUTIVE SUMMARY

As a student in UiTM Kota Bharu, it is a part of study to everyone to undergo a case study project. So for this purpose, I had chosen MH Mohd Industries Sdn. Bhd as my company research of my project. I have surveyed from their website and a few article to learn about the process to make the products and to gain some information. MH Mohd is a food product that produce by Muslim company that mainly focuses on the production of various sauce in the area of Kelantan.

This business company was run by Director, General Manager and another 4 other managers which is Logistic, Operation & Technical, Marketing and Human Resources. Each of this manager have their own task and play an important role to run the business successfully in order to achieve their target. Goals indicate what a business unit wants to achieve. Every business must design a strategy for achieving its goals, consisting of a marketing strategy and an effective management.

In this case study, I also analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. By using SWOT analysis, I can develop new ideas on how to improve the company business so that they will be more successful and profitable.