



اَوْبُوْرُ سِيْتِي تِي كُوْلُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

NAME OF COMPANY: KAMIS BATIK KUALA TERENGGANU

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY SCIENCES AND MATHEMATICS

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PROJECT TITLE: EMBROIDERY BATIK

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EXECUTIVE SUMMARY

The company that I took to do case study is Kamis Batik Kuala Terengganu. They made batik traditional by using block. This company is located at Kampung Banggol Durian and has operate since 25 years ago.

While studying this company, I identified some problem in business process. The major main problem for this company is the customer find it difficult to distinguish authentic and imitation batik. This problem occurred because both pattern of batik look similar and the price also play important role. Next, the shortage skilled workers. It is a severe issue too in keeping the traditional batik value.

I analyzed these problem by using SWOT analysis to identified the problem and the solution for each problem.