



COMPANY ANALYSIS ON D'PANDAMARAN ENTERPRISE

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EXECUTIVE SUMMARY

This case study is about analysis on D'Pandamaran Enterprise company. The purposes of this case study are to find out the company's problems using SWOT analysis, to identify the solutions for the company's problems and to give recommendations and improvements to the company. SWOT analysis being used to determine the company's strengths, weaknesses, opportunities and threats. The findings for this case study are this company have lack number of workers and experts, less known by a lot of people, only produce small number of dishes, existence of new competitors near food stall and many people think it is Chinese restaurant. There are three major problems for this company which are people do not know about this company, they have lack number of workers and experts and they only serve a small number of dishes. Recommendations for this company's problems are they need to promote their food and service via banner and Internet, they need to increase the number or workers and experts and they also need to increase the number of dishes to be sell.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

There are a lot of people in Malaysia becoming an entrepreneur by opening small company because less of work available and to increase their income. An entrepreneur is defined by the personal risk they take on in pursuit of a new business, innovation, or some other form of enterprise (Randy, 2020). In exchange for taking on that risk, they often profit most significantly from their enterprise's success. A company is a natural legal entity formed by the association and group of people to work together towards achieving a common objective (Ahsan, 2020). It can be a commercial or an industrial enterprise.

Although doing business will promising a lot of profit to the entrepreneur, there are still a lot of big challenges that they need to overcome to achieve their success in the business especially during Covid-19 pandemic. Covid-19 virus emerged in Wuhan, a city in China in December 2019 (Lauren, 2020) is a dangerous virus that can cause mild illness and also can cause fatality. The Government of Malaysia enforced a Movement Control Order (MCO) starting on March 18, 2020 to break the chain of Covid-19. Many of the small business had to shut their doors due to this pandemic (Michelle, 2020).

Due to identify problems and solutions to overcome challenges in small business, this case study had been conducted. Analysis used in this case study is SWOT analysis. SWOT analysis stands for Strengths, Weaknesses, Opportunities and Threats. The company that being chosen in this case study is D'Pandamaran Enterprise located at Port Klang, Selangor.

1.2 PROBLEM STATEMENT

Many entrepreneurs from small companies having many challenges in running their business such as problem in the process, technology, and product or service oriented. In the first few years of business, small companies come up against a lot of different challenges which some are harder than others to overcome (Lindsay, 2021). According to the U.S. Bureau of Labor Statistics, about 20% of small businesses fail by the end of their first year. By the end of their fifth year, 50% go under; and by the tenth year, that number rises to 80%.

Some of the companies might facing challenges in their business process. Based on Royston (2019), most common business process challenges are they do not have business process that are well designed, do not have goals in doing business, rarely know their actual customer, do not know the supplier for the product and do not measure their performance.