



اَبُو رَسِيْقِي تَتِيكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

TECHNOLOGY ENTREPRENEURSHIP

(ENT 600)



PRODUK BUNCIT: CASE STUDY

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ACKNOWLEDGEMENT

Alhamdulillah and because of His Almighty and His utmost blessings, thanks to Allah, I am able to finish this case study within the specified time frame. I had to take the support and encouragement of some esteemed individuals in carrying out this case study, who deserve the greatest appreciation First, the special profound gratitude goes to my ENT 600 lecturer at UITM Kota Bharu, Mrs. Yusrina Hayati Nik Muhammadd Naziman, for giving me good guidance, suggestions, and expertise in completing this case study during various consultations.

I would also like to thank Mrs. Puteri Zaleha, the manager of Produk Buncit, for his collaboration during the business interview session. His good cooperation and clarification make it easier for me to gather details. Also, thanks to all Produk Buncit employees for sharing their time during my visit to their company.

I want to thank all the individuals who are personally and implicitly helping me to achieve this mission.

EXECUTIVE SUMMARY

This is an attempt to learn how to adapt ideas to a realistic situation. As a student at UiTM Kota Bharu, undergoing a case study project is part of a study for all. So, for this reason, I had the opportunity to investigate a company that produces a product that interests me greatly, which is Produk Buncit, currently based in Maran, Pahang.

First of all, the general data surrounding the company has been obtained. The key and secondary sources collect details. The specialised topic studies are found in the second part of the study. The aim of the project is to define Produk Buncit 's history, organisational structure, goods and services.

Next, I have research on Produk Buncit, which is primarily a small company that produce various type of sauces, as well as industry, marketing and its operating strategy used by the company to sell their products, which I find very attention-grabbing. Finally, I examined the financial accomplishments of the company related to how they handle their budgets, as well as financial management achievements.

Goals show what a company would like to do. A policy is a course of action for the accomplishment of aims. Any company should design a plan consisting of a marketing strategy and successful management to achieve its goals. In this case study, using SWOT analysis, I evaluated the power, vulnerabilities, prospects, and risks of this firm in the real business world. Therefore, from the desires and demands of this company's current clients, I evaluated and realised a resolution to overcome and satisfy their needs in the study of consumer Trend Canvas (CTC), making it possible to continue my creativity in the new challenge of product growth.