



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### KEMUDI TIMUR ELEKTRONIK SDN BHD

TECHNOLOGY ENTREPRENEUSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY of SCIENCE COMPUTER AND  
MATHEMATICS (CS241)

SEMESTER : 6

PROJECT TITLE : COMPANY CASE STUDY REPORT

NAME : SUZAINIWATI BINTI SUHAIMI

MATRIC NO. : 2018272574

LECTURER : PN YUSRINA HAYATI NIK MUHAMMAD  
NAZIMAN

# ACKNOWLEDGEMENT

First of all, I want to thank Allah S.W.T. and be grateful for giving me the opportunity to finish this assignment of Technology Entrepreneurship (ENT600). With his blessing and guidance, I can complete this work perfectly on time

Secondly, it is a genuine pleasure to express my thanks and gratitude to my lecturer Puan Yusrina Hayati Binti Nik Muhammad for guiding, teaching and helping us to complete the case study of the company analysis. I would also like to thank everyone who directly or indirectly guided me through this case study.

Next, I would like to thank all our friends for their help and support provided during this case study assignment. Last but not least, we would like to thank our family because it fills our responsibility and encourages us to complete this work. Thank you so much to all.

# TABLE OF CONTENTS

TOPIC	PAGE
TITLE PAGE	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENT	4
LIST OF FIGURES	4
LIST OF TABLE	5
EXECUTIVE SUMMARY	6
1. INTRODUCTION 1.1 Background of Study 1.2 Problem Statement 1.3 Purpose of Study	6-7
2. COMPANY INFORMATION 2.1 Background 2.2 Organizational Structure 2.3 Product/ services 2.4 Business, marketing, operational strategy 2.5 Financial achievement	8-14
3. COMPANY ANALYSIS 3.1 SWOT	15
4. FINDINGS AND DISCUSSION	16
5. CONCLUSION	17
6. RECOMMENDATION AND IMPROVEMENT	18
7. REFERENCES	19

## LIST OF FIGURES

TOPIC	PAGE
Figure 2.2.1 : Organization Chart Kemudi Timur Elektronik Sdn Bhd	9
Figure 2.3.1 : Category of product	10
Figure 2.3.2: Product by Kemudi Timur Elektronik	11-12
Figure 2.5.1 : Financial Achievement chart	14

## LIST OF TABLE

TOPIC	PAGE
Table 3.1.1 : SWOT analysis	15

## EXECUTIVE SUMMARY

This is an attempt to understand how to apply the theory to real situations. As a student in Uitm Kota Bharu, case study is a part of our assignment. By doing this case study we got new knowledge. We also got the opportunity to research a company of our interest which is Kemudi Timur Elecktrnik Sdn Bhd. In the part background of study, we collect general information of the company. The company information we got is include the background, organizational structure product and achievement of the company.

Other than that, we study about how the company run their company and maintain their business. We get to know Kemudi Timur Sdn Bhd maketing,business and operational strategy. Lastly, we analysed the company Strength, weaknesses, opportunity and threat by SWOT analysis. From the analysis we done also some finding and discussion about the business issue. Based on the analyse, we also find solution to overcome the problem for the company.