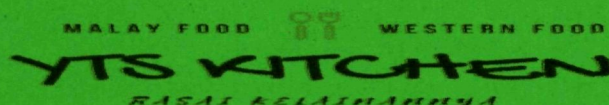




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UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITY TECHNOLOGY OF MARA (UITM)

KAMPUS PUNCAK ALAM, SELANGOR



## COMPANY ANALYSIS

### YTS KITCHEN

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF HEALTH SCIENCE (HS243)

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*obvious spelling errors*  
*poor sentence structure*  
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## **EXECUTIVE SUMMARY**

This is an attempt to know how the theories can be applied to practical situation. As student in UiTM Puncak Alam, it is a part of study for everyone to undergo a case study project,. So, for this purpose, we got the opportunity to research a company which conduct bussiness of food and beverages, which is YTS Kitchen, currently based in Trong, Perak.

In this first part of the project report, the general information of the company has been collected. Information is gathered through interview with the owner of the YTS Kitchen and general observation was made at that restaurant.

In the second part of the report, we worked on the background of the company, organizational structure, products and services that YTS Kitchen provided. Next, we study about the technology of YTS Kitchen applied, which is its operational strategy used to promote their products. Lastly, we research about the company financial achievements regarding how they managed their financial as well as achievements gain from the financial management.

In this case study, we analysed the strength, weaknesses, opportunities, and threats of this company in real bussiness world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analysed and find a solution to overcome and to fulfill their needs in Consumer Trend Canvas analysis.