



اَوْنُو سِيْتِي تِيكُو لُو كِي مَازَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ELECTRICAL ENGINEERING
ENT600-TECHNOLOGY ENTREPRENEURSHIP

COMPANY NAME:
WAN MART FOOD SDN BHD

CASE STUDY (CS):

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CHAPTER 1

EXECUTIVE SUMMARY

1.1 EXECUTIVE SUMMARY

- Student must be able to expose in the business or entrepreneur as they have been taught during class session. Developing an advanced technology could be a basis for development of a Technology-based venture. Thus, this subject taught student to face the challenges and come out with an idea, solution and recommendation to increase the production of company and improvement on their service quality. The course delivery combined both theoretical and practical aspects of technology entrepreneurship.
- This report contains the case study that contains the problem and issue. With the intention of completing the case study, an interview has been done at Wan Mart Food Sdn Bhd in Shah Alam, Selangor. The interview session was held by the assistant of the company, Puan Rohana. There are several issues that can be improvised such as maintaining the temperature for food storage, lacked of first-hand expertise, and lack of communication between customers. Thus, all information collected, analysis, and recommendations will take part of this report.

CHAPTER 2

INTRODUCTION

2.1 BACKGROUND OF STUDY

- Student are required to do a small case study as assignment. Student need to analyze problems and issues. Thus, come out with solution and recommendation.
- The team choose frozen food company as case study because instant food is a basic need for modern people where the trend of life nowadays is very harsh, people are all in a hurry. ???
- The objectives of this business are to provide Halal frozen food and Halal frozen food supplier ?
Target market: 57.5% of Shah Alam population are Muslims. Thus, it is known that Muslims must only purchase Halal food.

2.2 PURPOSE OF THE STUDY

- To analyze problems and issues and come out with the solution.
- To study the management of overall business

2.3 PROBLEM STATEMENT

- First hand expertise is important role in this business, how to increase more first-hand expertise in this business area? d
- Good quality of product is based on how it handled, does maintaining temperature will maintain the quality of the product? d
- Communication with customer one of important key in business, how to attract the customers to buy the product? d

CHAPTER 3

COMPANY INFORMATION

3.1 BACKGROUND

NAME OF BUSINESS	Wan Mart Food Sdn Bhd
LOCATION	14, Jalan Jenulung 17/21, Seksyen 17, 40200 Shah Alam, Selangor
PRODUCT / SERVICES	Frozen food supplier
TARGET MARKET	End users
YEAR OF OPEN	1990
OWNER OF INFORMATION	Mr Radwan

- Wan Mart Food Sdn Bhd was founded by Mr Radwan since 30 years ago on 1990. The first branch was at Chow Kit, Kuala Lumpur and the owner of Wan Mart Food decided to open another branch which is at Shah Alam, Selangor.
- The business provide quality Halal Frozen food and variety brands such as :
 - Ramly
 - Likes
 - Khadijah
 - Melawati
- The vision of this company is to be a leader that related to product and service.
- Increase feedback to employees, thus they can understand the company goals that need to be achieved. ?