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UNIVERSITI  
TEKNOLOGI  
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# COMPANY ANALYSIS

## MCDONALD SEKSYEN 7 SHAH ALAM

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY/ PROGRAM	FACULTY OF APPLIED SCIENCE /BACHELOR SCIENCE (HONS) APPLIED CHEMISTRY
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PROJECT TITTLE	CASE STUDY ON MCDONALD SEKSYEN 7 SHAH ALAM
GROUP MEMBERS	<ol style="list-style-type: none"> <li>1. NADIA ATHIRA BINTI YUNUS 2017420316</li> <li>2. NIK NURFADZILLAH BINTI NIK BAHARUDIN 2017420266</li> <li>3. NUR 'ATIKAH BINTI SABRI 2017420182</li> <li>4. NURUL HAZIQAH BINTI AZMAN 2017420324</li> <li>5. NURUL NAJWA ZULAIKHA BINTI ABU BAKAR SONNY 2017420252</li> <li>6. ZULEMALINA BINTI NAHAR 2017420314</li> </ol>
LECTURER'S NAME	PUAN HAJAH ZANARIAH BINTI ZAINAL ABIDDIN

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## 1.0 INTRODUCTION

### 1.1 BACKGROUND OF STUDY

This case study is conducted to analyze the real situation of technopreneurship. On this case study, we have chosen McDonalds, Section 7 Shah Alam to conduct our investigation. McDonald have been a well-known as one of the leading restaurant chains in the world. Their main purpose is to focus on all types of customer where their target market is for everyone in the community around the world. The purpose of this study is to analyze the strategies, strength and weaknesses which McDonald's have been dealt with. All these factors will be discussed further in the case study.

### 1.2 PROBLEM STATEMENT

- The study was conducted at McDonalds, which was located at Petron Section 7, Shah Alam, Selangor Malaysia.
- This case study was performed to analyze the strength, weakness, opportunity and threat of that place.

### 1.3 PURPOSE OF STUDY

- To analyze the technopreneurship criteria that exist in McDonalds, Section 7 Shah Alam
- To conduct case study based on interview with manager and staffs in McDonalds, Section 7 Shah Alam
- Understand the pros and cons of technopreneurship that McDonalds offered to their customer

## **2.0 COMPANY INFORMATION**

### **2.1 COMPANY BACKGROUND**

Name : McDonald's

Business Address : 7, 5, Persiaran Kayangan, Seksyen 7, 40000 Shah Alam, Selangor

Telephone Number : 03-55100958, 014-6334142

Type of Business : Food service retailer

Website Address : <https://www.mcdonalds.com.my>

Date of Commencement : October 2011

No. Account of Business : L-0011754-06

Ownership : Franchise

Business Operation : Seven days in a week, 24 hours operation.

No. of Workers : 15 workers