



# COMPANY ANALYSIS

Adabi Consumer Industries Sdn. Bhd.

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME : FACULTY OF APPLIED SCIENCE**

**BACHELOR SCIENCE (HONS) APPLIED  
CHEMISTRY**

**SEMESTER : 5**

**PROJECT TITLE : BUNGA TELANG PASTE**

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## **ACKNOWLEDGEMENT**

Firstly, I want to praise to Him The Greatest, Alhamdulillah I can complete this study on the time. Eventough there is some challenge, it teach me how to be patience to find this information of this case study until settle.

Then, I would like to express my deepest gratitude and thanks to my lecturer who is Dr. Farah Lina Azizan for helping me by giving the best template for this case study, academic guiding, and give support to me to complete this case study. She has teach many information about this subject. I am very grateful to have lecturer like her.

Then, I also want to thanks Adabi Consumer Industries Sdn. Bhd. because they have giving me information about their business.

After that, I also want to thanks my parents and my friends who have given the best support to me for completing this case study.

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## **EXECUTIVE SUMMARY**

Firstly, for this case study or company analysis in this ENT 600 subject which is known as technology entrepreneurship, we as a student must complete this task by investigate and find the company to make company analysis. Then, I have found the company which is Adabi Consumer Industries Sdn. Bhd. As we know, the colour of Nasi Kerabu is from Bunga Telang. The blue purple colour of Bunga Telang give a unique colour to the Nasi Kerabu. The issue is all the seller of Nasi Kerabu will have problem with the production of Bunga Telang as they continuously use Bunga Telang. They need to have a lot of Bunga Telang plants. The main problem is limitation when taking Bunga Telang as when they want to use Bunga Telang to make Nasi Kerabu, they need to wait for a few days for the Bunga Telang comes up. So, there is a solution when we make Bunga Telang paste, so the seller of Nasi Kerabu can use this paste because it is convenience and easy to buy without wasting their time searching for Bunga Telang stock. When it comes to the innovation, there will be Research & Development of Bunga Telang because Bunga Telang has a lot of benefit to adult which focus on the healthy lifestyle. All of these solutions are in one purpose in producing very quality product to be served to our customers in order to sustain our business growth, developments and more achievements ahead. The expectation for this product is I hope to achieve the objective which is to solve the problem by provide the Bunga Telang paste to all seller in Malaysia and all over the world.

## 2.3 Products/Services

With the existing products of more than 100 types under 10 main categories which is powered spice mix, processed paste, flour mix, sauce, canned food and beverages.

- Curry

<p>Fish Curry Powder</p> 	<p>Chicken &amp; Meat Curry</p> 
<p>Chicken &amp; Meat Kurma</p> 	<p>Shrimp, Crab, &amp; Dried Fish</p> 
<p>Rendang Powder</p> 	<p>Chicken &amp; Meat Kerutuk Powder</p> 