



اَوْبُوْرُ سَيِّدِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

MR. CHEEKANG

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF HOTEL & TOURISM MANAGEMENT

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SEMESTER : 3

PROJECT TITLE : THE STUDIES OF MR. CHEEKANG COMPANY

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EXECUTIVE SUMMARY

To begin with, this case study is being prepared in order to comply with the requirements of the course. For our case study places, we have decided to choose Mr. Cheekang company as the finest place for us to complete our case study.

Mr. Cheekang is a business that focusing on healthy lifestyle diet which is in categories of beverage dessert. Besides, this report is also being prepared to present and introduce Mr. Cheekang's products and services to others.

This report consists of Company Information, Products and Services offered, Company Analysis and others. It will also include some findings and discussions emphasized through this report.

Aside from that, there are also some supporting photos and evidence inserted in the report for further reference.

1. INTRODUCTION

1.1 Background of The Study

Principle of Entrepreneurship (ENT530) is one of the elective courses that need to be taken by all UiTM students who pursue their studies at Bachelor level. This course is designed for students who are interested in creating a venture, acquiring an existing business, or working in a start-ups company. Entrepreneurship involves not only process that leads to the setting up of a business entity, but it also the expansion and development of an ongoing concern.

In recent years, the business world has altered dramatically with the introduction of a new medium platform for conducting business. Nowadays, business platforms have gained a competitive advantage by conducting business on the internet.

In Malaysia, food and beverages has become a thriving sector, with many new business owners are joining each year. However, it has given a benefit for new entrepreneur to able to start their business with low capital or low investment for certain industry because of the utilization of online based without spending significant expenses on rental of specialty unit, marketing and promotion of the products and services as everything can be done at home.

Entrepreneurship is vital because it has the potential to raise living standards and generate money not only for entrepreneurs but also for linked firms. Besides, entrepreneurs also contribute to promote change through innovation, where new and improved products enable the development of new markets.