



اَوْبُوْرُ سَيِّدِيْ تِيْكَوْنُوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

MR. CHEEKANG

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): CASE STUDY

FACULTY & PROGRAMME: FACULTY OF HOTEL & TOURISM MANAGEMENT

(HM241-3C)

SEMESTER : 3

PROJECT TITLE : THE STUDIES OF MR. CHEEKANG COMPANY

NAME	STUDENT ID
MUHAMMAD NAJMI BIN MOHD WISHAM	2021190007
MUHAMMAD HAZIQ AUJI BIN MOHAMAD IZAN	2021196373
NUR ATIRA BINTI AZMAN	2021101001
NUR NISA AWATIF BINTI MOHD NASIR	2021125997
NURUL ALIYA BINTI BAKHTIAR	2021123969
TIHANI SYAZA BINTI CHE ABDULLAH	2021112969

LECTURER NAME: MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT



All praised to Allah s.w.t, we have been able to finish our case study successfully in a good health. We humbly dedicate this case study to the enhancement of our Entrepreneurship studies. The completion of this undertaking could not have been possible without the participation and assistance of so many people. Starting from lecturer, company's participation, and group members.

Abundance of thank you to Madam Norfazlina for her endless support, guidance and explanations that are perfect and easy to understand from the beginning of the assignment. Deep appreciation and indebtedness to Mrs. Herney Anne Binti Jamaludin, the owner of Mr. Cheekang company, who is willing to spend her time for us to make an interview with her. We are all appreciate for all those information's and useful knowledge that has been given by her.

Not to forget, our group members who worked hard and even exchanged ideas and opinions in helping each other to prepare this case study. Above all, our hope is that our sharing can add knowledge for each of us.

TABLE OF CONTENT

	TITLE	PAGE
	ACKNOWLEDGEMENT	ii
	LIST OF FIGURES	iv
	LIST OF TABLES	v
	EXECUTIVE SUMMARY	vi
	1. INTRODUCTION	
	1.1 Background of The Study	1
	1.2 Purpose of The Study	2
	2. COMPANY INFORMATION	
	2.1 Background	3
	2.2 Organizational Structure	4
	2.3 Products & Services	5-8
	2.4 Business, Marketing & Operational Strategy	9
	2.5 Financial Achievements	10
	3. COMPANY ANALYSIS	
	3.1 SWOT	11-12
	4. FINDINGS AND DISCUSSION	13-15
	5. CONCLUSION	16
	6. REFERENCES	17
	7. APPENDICES	18-21

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.