



اُنَبُوْا سَلِيْمِيْنَ بِاَسِيْكَوْلُوْا كِيْمَا رَا
UNIVERSITI
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MARA



Z&Z NIAGA SDN.BHD

Processing and Food Suppliers

TECHNOLOGY ENTREPRENEURSHIP (ENT600):

CASE STUDY

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EXECUTIVE SUMMARY

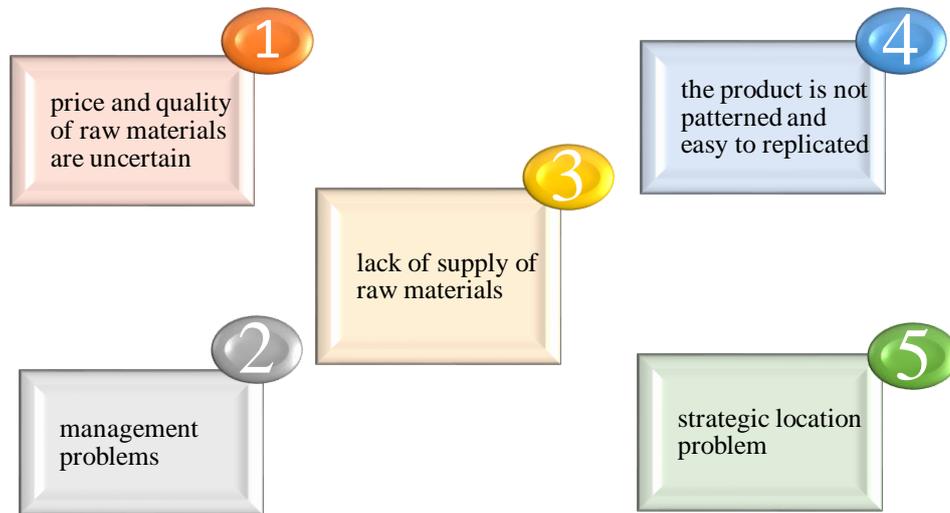
This case study purpose is an attempt to know the theories which can be applied in a practical situation for starting a new business. A case study is one of requirement that must be completed by a student of UiTM Kota Bharu who take a subject ENT 600 by doing a research to a selected SME throughout several ways. The aim of this report was to describe Z&Z Niaga Sdn Bhd in more details. This company produces multipurpose sauces such as chilli sauce, ketchup sauce, vinegar and others using traditional recipes. This company is private limited company by share. The analysis of business is observed by using SWOT analysis to identify company strength, weaknesses, opportunities and threats. This business faces a few major problems which are price and quality of raw materials are uncertain, insufficient expenditure and the product is not patterned and easy to replicated. However, there are still a few alternative solutions to solve these problems. For example, the company should set up a suitable price for a product, even when the raw materials price is not stable the price of the products still reasonable for the consumers. Besides, the company have to increase sales promotions to increase monthly profits to meet the cost of production. The company also can registered the product to be patterned so it will not easily replicated by the others. The alternative solution that we choose to be adopted is set up a suitable price for a product even when raw materials price is not stable, the price of the product still reasonable for consumers. The alternative chosen because that company still can gain more profits based on the sales even when the price of raw materials drop. If the price of raw materials drop, the company will not experience severe lost.

1.0) INTRODUCTION

1.1) Background of the study

Small and Medium Enterprise (SMEs) refers to the manufacturing sector, service sector and the other three main economic activities, which are primary agricultural, construction, mining and quarrying (SME Corp. Malaysia,2013). The manufacturing sector refers to the transformation of materials or components physically or chemically to form new products. The service sector refers to all types of services including distributive trade, hotels and restaurants, professional and ICT services, private education, healthcare and others. SMEs in Malaysia has played an important role in the development and growth of the national economy. SMEs is one of the country's economic development agent. SMEs can increase national production, offer more job opportunity, integration between firms, generate exports and able to assist in the production of large and medium scale industries (Loganathan,2004). This was evident when the SMEs has become a supplier to large companies and multinational corporations (MNCs) in global supply chains. Through exposure and skills acquired, many successful entrepreneurs improve their ability and capacity of their companies to penetrate the export market. Contributions and support from SMEs industries have positively give an effect on the rate of economic growth. Therefore, manufacturer of SMEs food products need to identify the problem in their food production systems in order to increase productivity and maximize product profitability. In this study a simulation method will be used to study and analyze the production of chili sauce at Z&Z Niaga Sdn.Bhd who produced various type of sauces such as chilli sauce, tomato, vinegar and others using traditional recipe. This company have advantage to expand their business to international level. So, we have choosen Z&Z Niaga Sdn.Bhd company to be our major company in completing the ENT600 project.

1.2) Problem of the study



1.3) Purpose of the study

