



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْمِيْ مَارَا
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INDIVIDUAL CASE STUDY (RAMLY GROUP)

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2. EXECUTIVE SUMMARY

Company Name: Ramly Food Processing Sdn Bhd also known as Perusahaan Burger Ramly Mokni Sdn Bhd is a Malaysian food company.

Founder: Founded by Dato' Dr. Haji Ramly bin Mokni with the help of his wife, Datin Hajjah Shala Siah binti Abdul Manap. His son Mohd Zaharin bin Dato Dr. Haji Ramly and his daughter Siti Hayu binti Dato Dr. Haji Ramly as the director of the company. The aim of developing a clean and good quality halal Western fast-food chain in Malaysia. They already have 10 group of companies operating under Ramly Group. The story begins in 1978 at which time our country became obsessed with illegal halal issues related to this meat burger. So he as a butcher took this opportunity to make his own and sell home-cooked burgers with the help of his wife.

Product offered: They provide frozen food and fast food comparable to the international fast food but everyone can enjoy it because it is Halal. Fast food such as burgers quite popular in Malaysia since everyone loves it. Their products are based on beef, chicken, lamb, seafood, frankfurter, and nugget.

Duration in the industry: The company began operating during the year 1984 until now. They have been in the food industry for almost 36 years.

Benefits of company product: They produce high-quality halal products for Malaysian citizens as Malaysia has a high Muslim population. Their product easy to find at any supermarket because it is a choice of Malaysians. As beef is very popular among Malaysians, they take the opportunity to produce good and nutritious burger meat. Product prices are also affordable and can be purchased by everyone.

3. BUSINESS DESCRIPTION

Ramly Group is a local Bumiputera owned small and medium enterprise. The main aim of the Ramly Burger is to produce Halal, hygienic, and high-quality products. The firm is under the name Ramly Food Processing Sdn Bhd also known as Perusahaan Burger Ramly Mokni Sdn Bhd and there are 10 groups of companies operating under Ramly Group. They are Ramly Food Industries Sdn Bhd, Ramly Food Processing Sdn Bhd, Ramly Food Marketing Sdn Bhd, Ramly Food Services Sdn Bhd, Ramly Halal Logistic Sdn Bhd, Ramly Halal Mart Sdn Bhd, Ramly Project Management Sdn Bhd, Ramly Poultry Management Sdn Bhd, Ramly Halal Kiosk Sdn Bhd, and Ramly Mokni Holding Sdn Bhd.

Founded by Dato' Dr. Haji Ramly bin Mokni with the help of his wife, Datin Hajjah Shala Siah binti Abdul Manap. His son Mohd Zaharin bin Dato Dr. Haji Ramly and his daughter Siti Hayu binti Dato Dr. Haji Ramly as the director of the company. In the 1970s, imported meat became very popular in Malaysia and he saw the opportunity to have burger meat locally which produced at high volume could match the standard of the imported meat while maintaining its Halal standard. Our country became obsessed with illegal halal issues related to this meat burger. So he as a butcher took this opportunity to make his own and sell home-cooked burgers with the help of his wife.

With a capital of RM 2,000 at that time, they made their meat burgers manually without the aid of a knife only support machine in their house in the flat of Jalan Haji Hussein, Kampung Baru. At the beginning of their business was less welcoming because of the people of Malaysia at that time did not like to eat burgers. However, thanks to the patience and perseverance of owner Dato' Haji Ramly bin Mokni and his wife, they continue to do business and open a burger shop near the Chow Kit area.

Since then, demand for Ramly Burger meat has grown steadily. Starting with 200 pieces of meat a day, they start to order up to 3,000 pieces a day. In 1980, they started a company and just in four years they successfully opened a factory in Bandar Tun Razak producing about 10,000 pieces in one day. Today, the annual sale of Ramly reaches RM1 billion and meat used for a day approaches 1.5 tones to produce various types of Ramly brand products.

4. ENTREPRENEURIAL CHARACTERISTICS

The term of 'Entrepreneurial Characteristics or Competencies' should have in every entrepreneur to ensure the success of their business. So, I decided to make a report on Dato' Haji Ramly bin Mokni as he is the founder of Ramly Group and his ability to manage and handle his company. In his opinion, Malaysian entrepreneurs have what it takes to become global entrepreneurs and can be great brands on an international level. I have studied four Personal Entrepreneur Competencies (PEC), Dato' Haji Ramly bin Mokni.

First, Dato' Haji Ramly bin Mokni is an open gambler. He had to overcome many obstacles and challenges to become a successful entrepreneur. Before he managed to open a business, his loan application was rejected by the bank. Majlis Amanah Rakyat (MARA) rejected his loan application because they thought that Malaysians do not love burgers. With high expectations to have his first frozen foods company, he took an enormous risk by using his savings. Dato' Haji Ramly Mokni decided to supply his beef manually with a capital of RM 2,000 only. The operation started at a flat located in Jalan Haji Hussein at Kampung Baru, Kuala Lumpur.

However business was bad at the start as many Malays were not into burgers. So he took some risky steps to expand his business by found out more stall burgers. Unfortunately, his product was often undermined by the people. There are rumors said that the product produce by Ramly was not halal and there are also rumors saying that the business has been sold to another party. However, he did not give up easily. Being provided with his wife's savings and loan assistance provided by Bank Development and Malaysia Berhad has enabled him to take steps to grow his business. All the obstacles he faced did not discourage him but it turns him to become more confident and eager him to work harder on the business. Dato' Haji Ramly said that "His success today is not the harp can be enjoyed in the blink of an eye but had to overcome many challenges and obstacles". This showed that he is willing to take risks to succeed in his business.

Second, it can be seen that Dato' Haji Ramly is a wise person who seizes opportunities, creative and innovative as well he has a vision for the Muslims. Entrepreneurs can see their company's future will become if they are fast to take action. He is a sensible entrepreneur who is sensitive to the environment around him and tries to fulfill the requirements of society by generating new ideas. He began to form