



COMPANY ANALYSIS KUALI SEBAYA ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Kuali Sebaya Enterprise first began its business in 1993 as a way to profit and provide others in Bukit Kapar with a convenient place to get delicious and variety types of chips.

The company has grown quite substantially from these early beginnings, and today the business run by Kuali Sebaya Enterprise not only provide potato chips but also frozen food and cookies.

A chip is any type of snack food in the form of a crisp, flat or slightly bowl shaped, bite-sized unit. While most chips are savory snacks, sweet fruit chips are also available. The basic chips are cooked and salted; additional varieties are manufactured using various flavorings and ingredients including herbs, spices, cheeses, other natural flavors, artificial flavors, and additives. Most people are enjoying chips as a snack, side dish, or appetizer.

1.0 INTRODUCTION

1.1 Background of The Study

All UiTM students who are pursuing their bachelor studies must take the Principles of Entrepreneurship course or ENT530 to provide instruction and introduce students to business orientation. Students must conduct case study to any organization or sector in this course. Students are required to interview any company or business in order to get to know the problem faced by the company or business. Students should then evaluate the issue and find a solution to any problem they have. Entrepreneurship education aims to provide the knowledge, skills, and motivation to students in a variety of settings to encourage entrepreneurial success. Entrepreneurship education focuses on skills or qualities that allow opportunities to be realized, while management education focuses on the best way to operate existing hierarchies. The advantage of this case study is that in conducting business, students will be more knowledgeable. The next benefit is that students will be exposed to how their business operates. This case study, therefore, is a good medium for teaching students how to solve problems. The case study was conducted with Kualiti Sebaya Enterprise, which is a product-oriented firm. The study will highlight the major problems faced by Kualiti Sebaya Enterprise in managing its business. Furthermore, the report will explain and comments on the solutions and recommendations that would improve Kualiti Sebaya Enterprise's current performance. These observations do have a limitation which will be noted.