



اَوْنِيُوْسِيْتِي تِيْكُوْلُوْجِي مَارَا  
UNIVERSITI  
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MARA

COMPANY ANALYSIS

**PENGUSAHA KEROPOK TG. SHAHREZAL ENTERPRISE**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

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## EXECUTIVE SUMMARY

Pengusaha Keropok Tg. Shahrezal Enterprise is a business that mainly focuses on the production of some types of keropok in the area of Terengganu. The owner of this business is Encik Tengku Shahrezal Bin Tengku Zahurin. Even though this business was registered in the form of sole proprietorship but this business is run as a family business. So, the workers in this business are consists of family member and just a few of outsider.

This business has been in the industry approximately more than 10 years. Tengku Shahrezal starts with a small business on 2005 and it continuously growth until he can expand the business into a quite large business. On a historical date of 20 July 2011, the business can officially register the business with the SME Corporation Malaysia.

The keropok can be a snack food for all types of age. It was made from fresh fish, sogu flour, salt, and some seasonings. The types of keropok produced by this business are keropok keping, keropok reja and keropok jejari. To maintain the original taste of fish and the quality of the product, the owner prefers to use more manpower rather than machinery. But there are also have some machinery that helps the productions which are fish dough/meat mixer machine keropok slicing machines.

The strength of this business is that the taste of the keropok is better than others store. Moreover, they also provided delivery services to customers all around Malaysia. This makes them gain more customers or retailers from time to time. The biggest opportunity is when their product becomes customers' choice. Those will leads to chatter among the customers' friends and family. Currently, his business keep getting high demand and resulting in exceeding the rate of production that his business could produce.

Some of the problems or issues faced by the business are seasonal products. Which are the sales and the production of the product is depends on the season. The keropok needs to be totally dried before the packaging, so it hard to produce the keropok on the monsoon season. Other problem is there are always happened injuries during the production. These usually happened on the stage of cleaning and debone the fish. Next, they also faced an issue of time consume for the production. Lack of workers is causing more time needed for the production while the business is focusing more on manpower rather than machinery.