



اَوْنِيُوْرَسِيْتِي تِي كُوْلُوْجِي مَارَا
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MARA



COMPANY ANALYSIS

SR SNACKS SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXECUTIVE SUMMARY

This Technology Entrepreneurship (ENT600) is an interesting subject as it can develop students' creativity to produce or make an innovation to solve problems. To fulfill this task on this subject, I managed to interview and get some innovation from the manufacturer company named SR Snacks Sdn Bhd. This company produces many types of murukku as the main of their products. This company has been operated since 2017 and located in Ipoh, Perak.

I already made some research on many online platforms about this product as I want to know more and go into details about this food. After knowing more about this product and get the information from SR Snack Sdn Bhd, I can diagnose this company with Swot Analysis. SWOT Analysis stands for strengths, weaknesses, opportunities, and threats. The problem faced by this company are workers that are lacking skill, manual machine handling which can lead to technical problems, time taken are too long to packaging the snacks, unattractive packaging and also lower marketing strategy.

The solution to solve this problem is to provide the class for workers and also give rewards and incentives to the best staff of the month. Next, use an automation machine to increase the performance of the company and reducing the human resources. SR Snacks also can create a snack vacuum machine or using a zip-lock plastic bag for their packaging. Zip-lock packaging can maintain the texture and taste of the snacks even after being opened. SR Snacks company also can use laminated and colourful packaging to package their product as it will also attract the customers. Lastly, create an E-commerce to market their products.

CHAPTER 1: INTRODUCTION

1.1 Background of The Study

Technology Entrepreneurship (ENT600) is one of the subjects in UiTM that need to be taken by the students. The course itself is named Technology Entrepreneurship as it needs students to go into the real world situation rather than reading a book. For this task of this subject, students need to interview one of the SME companies and ask in detail about their company. For example, the background of the company and also the existing problem that is faced by them. After that, students need to make suggestions for solution to the company.

Nowadays, many young generations are becoming an entrepreneur as their source of living. For my case study, I choose SR Snacks Sdn Bhd which produces many types of murukku. They are using fryers and ovens in processing their food. The method of SWOT analysis is being used to know the strength, weaknesses, opportunities happen in this company. Then, a recommendation can be suggested to the company.

Murukku is originally from Tamil Nadu. The meaning of murukku roughly means 'to twist' and the word murukku was derived from the Tamil language. This is because the spiral shape of the Murukku looks like a long roll of dough that has been twisted several times. Murukku is made from rice flour or urad dal flour and seasoned with salt as well as some selected spices. Some of the spices used are salt, cumin powder, asafoetida powder and if required red chili powder. Sometimes, if necessary sesame seeds or cumin seeds are also added. The flour is then kneaded and shaped into concentric circles and then subsequently deep-fried. The texture of the murukku is golden-brown and crunchy. There is a variety of murukku other sweet and savory eat that can be consumed with tea or coffee. Murukku is one of the well-known South Indian Snacks. There are varieties of murukku such as chakli, manapparai murukku, thenkuzhal, sakinalu, benne chakkuli, puvullu and achu murukku. Even though murukku is originated from India but we as Malaysian also love to eat murukku.

This SR Snack Sdn Bhd has been established since the year 1952. This company started in the 50s when Cinnasami Nadar come along with his two lads and started to boil chickpeas using firewood cookies stone, carrying on the head and sold at toddy taverns and pedestrian in Ipoh Town. They only have a bicycle back then to sell their products and then they managed to improve by owning a bicycle when they manage to get permanent income.