COMPANY ANALYSIS

RAMLY FOOD PROCESSING SDN BHD

TECHNOLOGY ENTREPRENUERSHIP (ENT 600): INDIVIDUAL CASE STUDY

FACULTY/PROGRAMME	:	FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES/ CS 241
SEMESTER	:	SEMESTER 6
NAME	:	SITI AISHAH BINTI KHALIL
MATRIC NO.	:	2018297792
GROUP	:	D2CS2416A
LECTURER'S NAME	:	YUSRINA HAYATI BINTI NIK MUHAMMAD NAZIMAN

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the Almighty, for His showers of blessings throughout my case study which is one of the requirements that need to be fulfil in the course work assessment for subject Technology Entrepreneurship (ENT600).

I had to take the support and guidance of some trusted article, who deserve my deepest gratitude, in preparation for my assignment. As the completion of this assignment brought me a great deal of pleasure, I would like to express my gratitude and big appreciation to Madam Yusrina Hayati Binti Nik Muhammad Naziman, Lecturer of Technology Entreprenuership (ENT600), Universiti Teknologi Mara (UiTM) Cawangan Kota Bharu for providing me with good assignment guidance during several consultations. I do wish to extend my gratitude to all those who have guided me directly and indirectly in writing this task.

In addition, a thank you to my parents for giving moral support and some ideas to write this case study. Thank you for being an understanding parent and provide me the basic necessity such as a WIFI for me to complete my task. Many people, especially my classmates have made valuable comment suggestions on my paper which gave me the inspiration to improve the quality of the assignment as well as helps me in completing this assignment.

TABLE OF CONTENTS

ACKNOWLEDGEMENT ii
LIST OF TABLES v
LIST OF FIGURES vi
EXECUTIVE SUMMARY vii

INTRODUCTION 1
1.1 BACKGROUND OF THE STUDY 1
1.2 PROBLEM STATEMENT 2
1.3 PURPOSE OF THE STUDY 2
COMPANY INFORMATION 3
2.1 BACKGROUND OF THE COMPANY 3
2.2 ORGANIZATIONAL STRUCTURE 4
2.3 PRODUCTS/SERVICES 5
2.3.1 BURGER 5
2.3.2 FRANKFURTER 7
2.3.3 COCKTAIL 8
2.3.4 NUGGETS 9
2.3.5 CHICKEN 10
2.3.6 SEAFOOD 11
2.3.7 MINCED MEAT 12
2.3.8 OTHERS 13
2.4 TECHNOLOGY 14
2.5 BUSINESS, MARKETING, AND OPERATIONAL STRATEGY 15
2.5.1 BUSINESS STRATEGY 15
2.5.2 MARKETING STRATEGY 17
2.5.3 OPERATIONAL STRATEGY 18
2.6 FINANCIAL ACHIEVEMENTS 19
COMPANY ANALYSIS 20
3.1 SWOT ANALYSIS 20

FINDINGS AND DISCUSSION 21
4.1 FINDINGS 21
4.1.1 INGREDIENTS IN RAMLY'S BURGER 21
4.1.2 FALSELY ACCUSED 21
4.1.3 BANNED IN SINGAPORE 22
4.1.4 P.RAMLY BURGER 23
4.2 DISCUSSION 24
4.2.1 INGREDIENTS IN RAMLY'S BURGER 24
4.2.2 FALSELY ACCUSED 25
4.2.3 BANNED IN SINGAPORE 25
4.2.4 P.RAMLY BURGER 26
CONCLUSION 27
RECOMMENDATION AND IMPROVEMENT 28
REFERENCES 30
APPENDICES 31

EXECUTIVE SUMMARY

This is an effort to learn how to apply the ideas to realistic circumstances. As we all know, doing some research for our case study is a necessary thing. So, for this reason, we got the opportunity to study Malaysian frozen and fast food company, Ramly Food Processing Sdn Bhd which formerly known as Perusahaan Burger Ramly Mokni Sdn Bhd.

The first part of this study shown the background of our study, the problem statement regarding to the problem and issues in Ramly Food Processing Sdn Bhd. In these first section, the purpose of conducting this case study also has been stated clearly.

The Company's general information was gathered at the second part of the project report. Knowledge is also obtained from secondary sources such as online article from internet. It contains the specialized subject-study in the second part of the report. The second parts focused on the background of the company, organizational structure, products, technology applied in the company as well as the discussing on the strategy in business, marketing and operational system in Ramly Food Processing Sdn Bhd.

This case study aims to focus on the context which the main issues problems, the solutions, and related theories. Each business will face many problems, issues and challenges. Despite of figure out the problem, challenges and issues faced by Ramly Food Processing Sdn Bhd , this case study also presents the solution regards to the problem address in this case study. In this case study, a study using SWOT analysis enable us to evaluated the company's strengths, weaknesses, opportunities, and threats in the real business world. Therefore, we studied and found a solution for each of the problems faced by the company. Then the conclusion for the problems is being made and any recommendation and improvement regards from own opinions where addressed at the last section.