



UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600)

COMPANY ANALYSIS

FACULTY: FSKM

CLASS: CS2416B

MATRIC NUMBER: 2018801902

PROJECT TITLE: CASE STUDY ON HAJJAH AMINAH FOOD
INDUSTRIES SDN BHD

NAME: NURUL IZZAH BINTI MUHAMMAD AZHARI

LECTURER: MADAM YUSRINA HAYATI

TABLE OF CONTENT

| | |
|---|---|
| Contents | |
| 1.0 Introduction | 3 |
| 1.1 Background of The Study | 3 |
| 1.2 Problem Statement | 3 |
| 1.3 Objective of The Study | 3 |
| 2.0 Company Information | 4 |
| 2.1 Background of The Company | 4 |
| 2.2 Products/Services | 5 |
| 2.3 Technology | 5 |
| 2.4 Business, Marketing, Operational Strategy | 5 |
| 2.5 Financial Achievements | 5 |
| 3.0 Company Analysis | 6 |
| 3.1 Swot | 6 |
| 4.0 Discussion | 7 |
| 5.0 Conclusion | 7 |
| 6.0 Recommendation And Improvement | 7 |
| 7.0 References | 7 |
| 8.0 Appendices | 8 |

1.0 INTRODUCTION

1.1 Background of the study

Since year 1980s, Malaysia was the pioneer in establishing Halal laws and remains a force in matters relating to halal certification globally. The country has also been developing the halal industry since the early 2000s, which resulted in the country's halal exports reaching RM43 billion in 2017. In addition, the Halal Industry Development Corp (HDC) has projected the figure to hit RM50 billion by 2020, on the back of the growing Muslim population that is estimated will be at 27% of the world's population by 2030. HDC is the only government-mandated company in the world tasked with coordinating and developing the national halal industry. Many countries have also jumped on board the halal train to capitalize on this growing industry. However, with the experience in the sector and being a Muslim country, Malaysia is well positioned to be a production, promotion and distribution Halal hub in the world.

The food-processing sector account are about 10% of Malaysia's manufacturing output. Processed food has contributed about RM21.76 billion and are exported to more than 200 countries, while import value of processed food is amounted RM20.27 billion in 2019. The advances in processing technology have widened the usage of local raw materials, expanding the range of products and increasing the investment absorbing capacity in the food industry.

1.2 Problem Statement

Hajjah Aminah Food Industries Sdn Bhd (HAFI) faced the are small number of workers in the company. Workers at the company need to work extra time due to this problem and it also effect the production of product as they unable to produce large quantities of food daily. Then, the company using the old technology that cause the processing food become more longer.

Next, they need to compete since there are many food industries that have more great technology and more workers. The company may lose their customers and the demand for the food will decrease. This will cause the factory to lose or even make a small profit.

1.3 Objective of the study

- i. To study the strength and opportunity of Hajjah Aminah Food Industries.
- ii. To study the problems that face by Hajjah Aminah Food Industries.

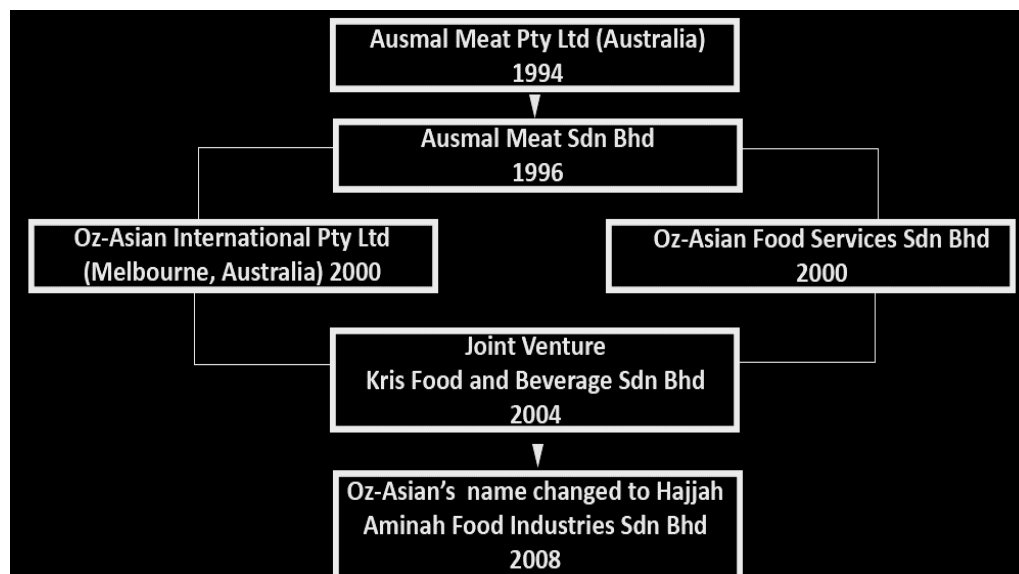
2.0 COMPANY INFORMATION

2.1 Background of the company

Hajjah Aminah Food Industries Sdn Bhd (HAFI) was established on 2 February 2000 under its former name, Oz-Asian Food Services Sdn Bhd. Between year 2000 and 2007 the company was based in its former bacteria and portion-controlled factory in Shah Alam. The company focused mainly on the production of portioned NZ and Australian meats for the consumption of major premier Western dining restaurants and hotels in Kuala Lumpur.

The company later set up Westfood Cafe and in 2007 worked with Carrefour to set up several cafe outlets called 'Hello Italy'. "Hello Italy" today becomes one of its brands for its range of premium Western products. HAFI moved to Seremban in 2008 to focus more on the production of value-added meat based and related products for the airline industry, retailers and hospitality industry.

Business History



Company profile

- Factory name: Hajjah Aminah Food Industries Sdn Bhd
- Year opened: 2000
- Company Founder: Puan Hajjah Aminah and Puan Norlia Yusof
- Ownership: Bumiputera
- Industry type: Small and medium enterprises (SMI)

Factory location

Hajjah Aminah Food Industries Sdn Bhd,
Pusat Pembangunan Usahawan, 234,
Jabatan Perkhidmatan Veterinar,

Jalan Tunku Antah Off Jalan Rahang,
70100 Seremban, Negeri Sembilan.

2.2 Products/Services

1. Potess range of products
2. Moroccan range of products
3. Pre-cooked meats
4. Meat ball
5. Vaco olive oil
6. Kaya Durian
7. Slaughter management
8. Butchery services
9. Processing of cattle products
10. Retort system 2018
11. Training, cafe set up & menu planning for restaurant customers

2.3 Technology

Technology have many impacts for every industry such as from presenting new possibilities for sales and marketing, to reduce their impact on the environment and digital innovation to make people easy to work. For manufacturer companies, the technology has become a consideration in not only advertising, selling and delivering products to consumers, but also in the processing food that have been done. They need to make sure the food processing safe, hygiene and quality control of the food.

2.4 Business, marketing, operational strategy

- Did not get from the company because it is confidential.

2.5 Financial achievements

- Did not get from the company because it is confidential.