



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**CASE STUDY**

**MUSLIMAH MANUFACTURING SDN. BHD.**

**PREPARED FOR:**

**YUSRINA HAYATI NIK MUHAMMAD NAZIMAN**

**ENT600 Lecturer**

**Faculty of Business Management**

**Universiti Teknologi MARA**

**Kota Bharu**

**PREPARED BY:**

**SITI AISYAH BINTI AZMI**

**2019496396**

**D2CS241 6C**

**FACULTY SCIENCE COMPUTER AND MATHEMATICS**

**Universiti Teknologi MARA**

**Kota Bharu**

**5<sup>th</sup> MAY 2021**

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## EXECUTIVE SUMMARY

Sungai Petani, a thriving business centre rich with its lush paddy fields and also Kedah's second largest town, is where Muslimah Skincare and Cosmetic Manufacturing Sdn Bhd (MMSB) was established, located 55 kilometres from Alor Setar. The managing director (MMSB) was founded in April 2007 by Puan Hajah Famiza Zulkifli. Its initial goal was to implement halal skin care products made from natural resources. Puan Hajah Famiza Zulkifli collaborated with a team of chemists with extensive experience in research and design, especially in skincare and cosmetics. (MMSB) is established in 2006 for the purpose of producing halal skincare and cosmetics, body care, hair care, baby care and home care products using Malaysia's local herbs. There are currently 70 different types of halal products available on the market, and this trend is expected to continue in personal care in moving towards natural eco-friendly and safer products. (MMSB) R&D team is constantly inventing safer products with less chemicals and herbal strikes such as *Centella asiatica*, *Areca catechu*, and others that have been used for decades to improve beauty and health.

Among the earliest range of products introduced was whitening soap, baby soap and Santa LaPlante with only one machine and 9 staff this company is a highly driven company successfully to produce further product such as hand wash and dishwashing liquid. It is 100% Islamic Bumiputera Malaysian company that manufactures a range of halal skin care, personal care and home care products. (MMSB) are eco-friendly, environmentally friendly and biodegradable with the use of minimal chemical ingredients. Furthermore, most products available are sourced from plants and animal free ingredients. Among the range of products (MMSB) manufactures are skin care and cosmetics items such as facial wash, toner, moisturizer, face masks and body lotion. (MMSB) also provides a range suitable for those performing Umrah and Hajj. Besides also offering body care products such as talcum powder for babies and adults, deodorants and firming cream. Other than that, it also produces glycerine soap and home care products such as laundry detergent and fabric softener. (MMSB) is spiced with the first 100% Islamic Bumiputera Malaysia company to manufacture skin care, personal care, and home care products to the world (Muslimah Manufacturing Sdn Bhd's Company Profile, 2012).

# CHAPTER ONE: INTRODUCTION

## 1.1. BACKGROUND OF STUDY

The demand for halal skin care, personal care and home care products is on the rise. One-third of the population are Muslims and people are more conscious of halal goods and hovered ingredients than they have ever been. There is a big market and Malaysia is ranked the fourth largest economy in Southeast Asia and 36<sup>th</sup> in the world according to International Monetary Fund 2020. Malaysia is labelled as a newly industrialized country but imports of skin care cosmetic products reached about 2 billion Ringgits on 2011. (MMSB) sales turnover was 3.8 million Ringgits on 2011 which is a meal 0.019% of the huge market in Malaysia with support from government organizations, including Cerium and the Malaysian Palm Oil Board in terms of technology and training. (MMSB) aspires to be a major contributor in boosting Malaysia's economy by creating jobs and producing halal high quality products as well as exporting Malaysian products to the world. This initiative promotes the product local such as herbs and palm oil.

## 1.2. PURPOSE OF CASE STUDY

- i. To study the detail and purpose of the business organization.
- ii. To identify business problem.
- iii. To study the external and internal influences of the business.
- iv. To recommend solution for business problem.

## 1.3. BUSINESS PROBLEM DESCRIPTION

Every organisation faces its own challenges in terms of growth. Throughout the decades, skin care and cosmetic been through many developments that provide better results, especially skin care product from Korean which is in demand from global skin care industry. Korean beauty products such as donkey milk, bee venom, snail slime, and pigskin collagen are latest skincare innovations that are made from Korea as well as the majority of the manufacturing. The company needs to make an improvement and fresh ideas in order to compete with the competitors.