



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

CASE STUDY

DODOLICIOUS BY ADAM FOOD INDUSTRY

GROUP : D1BA1184A

PREPARED BY:

NAME	MATRIC NUMBER
MUHAMMAD DANIAL ABD HAMID	2018418668

PREPARED FOR:

ENCIK AHMAD MUDZFIR BIN ZUBIR

TABLE OF CONTENT

CONTENT	PAGE
Executive Summary	1
1.0 Business Description 1.1 Business Background 1.2 Entrepreneur's Personal Background 1.3 Entrepreneur's Personal Achievements	2 - 4
2.0 Entrepreneurial Characteristics	5
3.0 Conclusion	6
4.0 Appendices	7 - 8

EXECUTIVE SUMMARY

This case study tells approximately a successful entrepreneur that has been selected to be a part of this case study. The selected entrepreneur is Encik Khairul Farhan, the owner of Dodolicious or Adam Food Industry. The researcher will discuss and provide an explanation for the company detail and information such as the heritage of his company, the milestone in every year, product's production, company achievements and company privileges. The foremost highlight components of this case be focused at is to provide an explanation for about the business descriptions and personal entrepreneurial characteristics through the use of Personal Entrepreneurial Competencies owned by means of entrepreneur of the researcher's selections. All of the things that defined and stated on this file are in according with the pointers issued for the subjects of Fundamental of Entrepreneurship (ENT300) and following the format to do this research that given by Mr. Ahmad Mudzfir as lecturer of this subject.

1.1 BUSINESS BACKGROUND

Firstly, the Dodolicious was established from the year 2012 and the another name for this company is also known as Adam Food Industry and International Serunding. Actually, the name of this company is in conjunction with the name of the eldest son of the owner in this company which is Mr. Khairul Farhan. Dodolicious is located at Kawasan Hutan Hilir, Kota Bharu, Kelantan. So, the company is easy to be the focus of many customers because it is located in an urban area. The Dodolicious has many products but the main products of this company consists of three types which are dodol, serunding and kekacang. Next, the first product of Dodolicious is dodol where they have two types of dodol namely dodol paket and dodol kiub. In the past of 5 or 6 years, all dodol kiub are originated from Thailand to be marketed in peninsular Malaysia such as in Kelantan, Pahang, Terengganu and also in the north at Penang, Perlis and Kedah. Beside that, start in 2015, Mr. Khairul find the alternative ways for the process of dodol kiub because before this there were no more entrepreneurs running this business and at the same time to avoid competition between other entrepreneurs. At the end, he received a very good responses especially from the wholesalers from Terengganu and Kedah. After that, dodol that originated from Thailand no longer enters the Malaysian market anymore. Beside that, they also have a factory in Thailand to process cashew nuts(kacang gajus) and others product. All the products in the Dodolicious are homemade include the cashew nuts. For the factory in Thailand, they have ten workers to prepare the order of peanuts from Malaysia. So, they have to pay taxes when facing the authorities to go to Malaysia. In this business, competition between other entrepreneurs is common thing and sometimes the business fluctuates but we compete in a healthy way. So , their objective is to produce traditional food that have good quality and clean from the aspect of production and packaging. Next, they want to market their product all over the state in Malaysia through wholesalers, delivery directly to the mailing location via courier companies. Then, the vision of this company is to be well-known traditional food manufacturers and distributors in Malaysia. Lastly, the mission of Dodolicious is expanding the market all over the state in Malaysia while maintaining the unique features of the products and managing it conventionally so as to be able to compete with other modern products.

1.2 ENTREPRENEUR'S PERSONAL BACKGROUND

Firstly, the name of the entrepreneur to the company Dodolicious is Mohd Khairul Farhan bin Mustaffa. He is 36 years old, married and has two children. He is also the third child of five siblings. Mr. Khairul finished his studies only to get a degree with the cost of engineering business. After finished his degree, he started a new step in running a small business at his hometown. Besides that, his family consisted of a group of intelligent people where both his parents were a teacher at a nearby secondary school in his home. Other than that, his siblings are also the backbone of a smart people where his brother is a doctor at Hospital Kuala Lumpur and his youngest brother is continuing his studies at United Kingdom. Furthermore, before Mr. Khairul ventured into the business world of dodol, he worked at Kuala Lumpur in civil engineering on site for almost two years. After that, he moved and tried in a new field which is the field of medical supplies for five years. Then, he moved to the sales department. While in that division, he had to take care of 6 states where he had to reach a sales target of RM500,000 a month. But, at the same time, he is also a supplier of goods from Kelantan such as dodol, kerepek, keropok and serunding to the Chow Kit market for about ten years since he started studying in Shah Alam. Then, after he finished at the medical supplies, he resigned and went back to Kelantan to continue the dodol business as full time in 2014. After that, he started to make dodol alone in the beginning and was assisted by both of his parents in providing assistance in term of support and funds to be used as capital.