





COMPANY ANALYSIS :

AS SIRAJ HAJ UMRAH TRAVEL & TOURS SDN BHD

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUD¥

FACULTY & PROGRAMME	: FACULTY OF BUSINESS, BACHELOR OF HUMAN RESOURCES MANAGEMENT
SEMESTER	:
PROJECT TITLE	:
GROUP MEMBERS	: (1) MUHAMMAD NAZRIL HAKIM BIN ADENAN (2012358759)
	(2) NUR SAZATUL ANISA BINTI SAPUAN (2014180033)
	(3) SITI ZUBAIDAH BINTI MOHD NOR (2014979953)
LECTURER	: PUAN ZANARIAH BINTI ZAINAL ABIDIN

TABLE OF CONTENTS

CONTENTS	PAGE
TITLE PAGE	Ι
ACKNOWLEDGEMENT	II
TABLE OF CONTENT	III
 1. INTRODUCTION 1.1 Background Of The Study 1.2 Problem Statement 1.3 Purpose Of The Study 	1 - 2
 2. COMPANY INFORMATION 2.1 Background Of The Study 2.2 Organizational Structure 2.3 Product/Services 2.4 Business, Marketing, Operational Strategy 2.5 Financial Achievements 	3 - 12
 3. COMPANY ANALYSIS 3.1 SWOT 3.2 Business Model Canvas (BMC) 	13 - 14
4. FINDINGS AND DISCUSSION	15
5. CONCLUSION	16
6. RECOMMENDATION AND IMPROVEMENT	17
7. REFERENCES	18
8. APPENDICES	19 - 20

ACKNOWLEDGEMENT

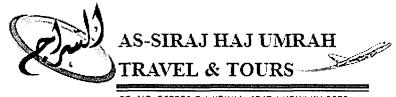
السَّلامُ عَلَيْكُمْ وَ رَحْمَةُ اللهِ تَعَالَى وَ بَرَكَاتُهُ

Firstly, we would like to thank Allah SWT for his mercy and guidance in giving us full strength to complete our case study. Even we're facing some difficulties in completing this task, we still survive and teamwork to complete it. Deepest thank to our lecturer, Puan Zanariah Binti Zainal Abidin fo all her support and her guidance in helping us complete this case study. She has taken pain to go through our case study and make a necessary correction as and when needed.

Furthermore, a lot of thanks to Ustaz Haji Ahamed Musthafa bin Mohamed Hanifalim as General Manager of As Siraj Haj Umrah Travel & Tours Sdn Bhd and his Marketing Manager, Ms Siti Fatimah Hasinah Binti Ahamed Musthafa for spent time with us to interview about their company and give a great co-operations as long as we've been there for interview sessions to complete our case study.

Although, we really appreciate for those to help us to complete our case study task given even it's hard but we can complete no matter how hard it is. Then, we also would like to thanks each other members that always give some time and commitment to complete this case study. Thank you very much.

COMPANY INFORMATION



CO. NO. 565550-P | KPK/LN:4547 | KPK/LKU:0072

Name Of Company	: As-Siraj Haj Umrah Travel & Tours Sdn Bhd	
Company Address	: 2752B(2nd Floor), Changkat Permata, Taman Permata, 53300 Kuala Lumpur.	
Phone	: 603 4108 7519 / 603 4162 4786	
Faks	: 603 4147 1920	
Email	: assirajmustafa@yahoo.com.my	
Facebook	: www.facebook.com/assirajtravel	
Website	: www.assirajhajumrah.com	
Date Of Establishment	: Year 2000	
Authorized Capital	: RM 500,000.00	
Paid Up Capital	: RM 500,000.00	

2.1 Background

As-Siraj Umrah Travel & Tours Sdn. Bhd. formerly known As Siraj which means a lamp, The meaning was given because a light that illuminated the umrah & hajj jemaah. It is a company that carries out the service of Umrah. In the beginning, Ahamed Musthafa bin Mohamed Hanifalim as a general manager handles this business in collaboration with the Maya Holiday Sdn. Bhd. In 2003, he registered his business in the name of Siraj Haj Umrah Services and established in operation with K.R.S Travel Sdn Bhd.

On 2005, in order to expand its business, the company's name was converted to As-Siraj Haj Umrah Travel & Tours Sdn. Bhd. With this establishment, the company can handle business operations in a more organized and smooth.

Throughout the company's business, the company has operated 8 Umrah packages through Maya Holiday Sdn Bhd and K.R.S Travel Sdn Bhd.