



COMPANY ANALYSIS

KONSORTIUM MY IQRA SOLUTIONS

(K-MiSs)

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF HEALTH SCIENCES (HS 245)
SEMESTER : MARCH – JULY 2019
PROJECT TITLE :
GOUP MEMBERS : 1. ZATI HANANI BINTI ABU TALIB
2. NADIRAH BINTI MOHAMAD DZAKI
3. FARAH ADIBAH BINTI MOHAMAD HASSAN
4. HERWAN BIN SAROM

LECTURER : PUAN HJH ZANARIAH BINTI ZAINAL ABIDIN

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ANKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iv
LIST OF TABLE	v
EXECUTIVE SUMMARY	3
1. INTRODUCTION	
.1 Background Of The Study	3
.2 Problem Statement	3
.3 Purpose Of The Study	3
2. COMPANY INFORMATION	
2.1 Background	3 - 4
2.2 Organizational Structure	4
2.3 Products/Services	5
2.4 Technology	5
2.5 Business, marketing, operational strategy	5 - 6
2.6 Financial achievements	6
3. COMPANY ANALYSIS	
3.1 SWOT.	6 - 7
3.2 Consumer Trend Canvas	7
4. FINDINGS AND DISCUSSION	8 - 9
5. CONCLUSION	9
6. RECOMMENDATION AND IMPROVEMENT	9
7. REFERENCES	10
8. APPENDICES	11 - 12

EXECUTIVE SUMMARY

K-Miss is a local product which the idea was introduced by a group of friends. This company is growing up since they started to develop from 2011 until now, a lot of challenges and efforts has been done to stabilize this company so far. Various kind of joint ventures with external agencies influenced this company to be well known in Malaysia. Honey bee product is nutritious foods for all group of people who are really care about healthiness. The capital issue to start this business is not too much but the entrepreneurs will get a great profit after running this business.

1. INTRODUCTION

1.1 Background of the study

≥ The study conducted at My Iqra' Solutions, Selangor Fruit Valley (SFV). This company focusing on harvesting, processing, and producing raw honey bee product. Our team also find out that this company involve in research and development towards honey bee. Besides, they provide training and consultation for those who want to start up their business of honey bee.

1.2 Problem,statement

- ≥ To identify product and services provided in honey bee industrial
- ≥ To identify the pure honey and adulterate honey
- ≥ To identify the technology used in honey bee industrial

1.3 Purpose of the study

- ≥ To analyse the operation strategies of the company
- ≥ To suggest the company on how to improve the quality of their product.
- ≥ To find out the marketing strategies of the company

2. COMPANY INFORMATION

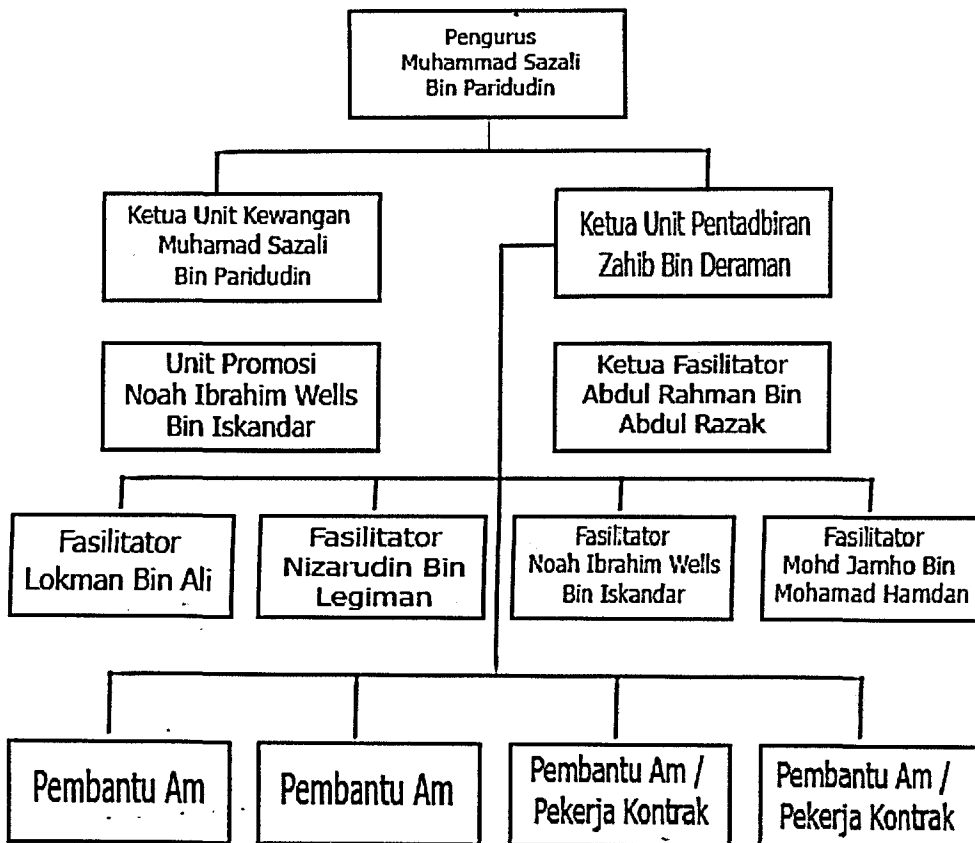
2.1 Background

≥ This organization was started at home in the year 2011 with few colonies led by Mr Sazali. A year later, the 3 colleagues make a decision to run a trigonal honey business and developed their own product which their main place was in Selangor Fruits Valley(SFV), Rawang Selangor covering an area of 50 acre with more than 200 colonies during that time that was offered by Selangor Agricultural Development Corporation. They opened their

branch at Muar, Johor and collaborate with Maanad Farmz with more than 100 colonies. But now, Hulu Langat branch have more than 500 colonies and collaborate with various government agencies like MARDI (as an anchor company), Department of Agriculture, PERHEBAT, MOSTI and MKM. This organization have 7 other business partners with few general workers.

Commonly, Trigonagold honey is cultivated in the acacia trees or in the farm which they can produce many nectar especially in the summer, thus increasing the productivity of honey. They have few types of trigonal honey like Geniotrigona thoracica, Tetragonula Melina, Homotrigona (Tetrigona) binghami and few others. This company was given the trust to develop Malaysia Good Agricultural Practices (MyGAP) under Ministry of Agriculture and Agro-Based Industry. My Iqra Solutions was directly involved with the production, processing, and marketing of hibernation honey products.

2.2 Organizational Structure



2.3 Product / Services

≥ Product

Colony (log / hive / topping)

Honey (RAW, process)

Pollen

≥ Services

Consultation

Training

Honey harvest

2.4 Technology

≥ V Bed

≥ IOT (Internet of Things)

≥ Air pump

2.5 Business, Marketing, Operational Strategy

≥ Business Strategy

Vision : To be a world famous brand name like Manuka Brand

Mission : Give an awareness to the public about dangers of artificial honey.

Objectives :

- **Short term objective :** Become a producer, processor, and marketer of basic honey- based products around the project area.
- **Medium term objective :** Become a manufacturer, processor, and marketer of various domestic honey products.
- **Long term objective :** Become the manufacturer and supplier of honey base honey based-healthcare, product research and development as well as training.

≥ Marketing Strategy

Product: Trigonagold

Price : 60g : RM35

270g : RM112

Place : Selangor Fruits Valley (SFV)

Promotion : Facebook (@Trigonagold)