



*"Untuk Rasa Sate Kajang Yang Sebenar.."*

## COMPANY ANALYSIS

### SATE KAJANG HJ. SAMURI

#### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **Executive Summary**

Sate Kajang is a company that sell satay for over than two decades. It is a company that is established by Hj Samuri and his five children. Throughout the years of selling satay, their company have achieved many achievements and been given the title of “Good Manufacturing Practice” and halal certificate from JAKIM. They are trusted by many consumers. They also have evolved from not only selling satay, but also other products from frozen burger patties and also ‘*popia*’. They also follow the trends of selling online and delivered to customer’s doorstep in order to sustain and maintain in the business. Their latest achievement is to be able to export their products to outside of Malaysia.

## **1. Introduction**

### **1.1. Background of the Study**

The case study is about the business of Sate Kajang Hj. Samuri. The main office is located at Jalan Saujana, Sungai Ramal Dalam, Kajang Selangor. It is also where all the products are been produced and catered for the business. The main activity of the business is producing and selling satay all over Malaysia. They have a total of 17 restaurants and have been permanent supplier for few hotels in Malaysia. Sate Kajang Hj. Samuri have been operated for over two decades and have achieved many achievements and one of it is that their company have been given the title of 'Good Manufacturing Practice'. The purpose of this study is to analyze the company's business process on how it sustained and maintain the standards that they currently are.

### **1.2. Problem Statement**

As the company grows, Sate Kajang Hj. Samuri have encountered and solved issues and problems such as:

- The company need to ensure that the taste and quality of their products are the same across their restaurants
- Sate Kajang Hj. Samuri will need to find ways and strategies in order to survive longer in food industries as there is many competitions coming all around Malaysia
- To standardize a system where it can give reports directly to the main office on the sales per day

### **1.3. Purpose of the Study**

The purpose of the study is to study the marketing strategy that company used in order to sustain and maintain their business in Malaysia while competing with other businesses. They also are on their way to get certification from HACCP in order to export their products to other countries.