



اَوْنِيُوَسِيَتِي تِيَكْنُوَلُوَكِي مَارَا
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FAZZ ENTERPRISE

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY : FACULTY OF HEALTH SCIENCE
PROGRAMME : BACHELOR OF ENVIRONMENTAL HEALTH AND SAFETY
PROJECT TITLE : A CASE STUDY ON MACHINE TOOLING WITH FOOD
 GRADE LIQUID CLEANSER FOR CRISP FACTORY

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EXECUTIVE SUMMARY

The aim of conducting this study is to identify the potential of the company based on the SWOT analysis and Consumer Trend Canvas. In this study, we chose Fazz Enterprise as this company is the largest supplier for crisp in Kuala Langat District. This company has potential to place their product in a better market such as the overseas market. To ensure this company is able to fulfill the demand in the future, a few mechanisms need to be implemented so that the current problem can be solved without disturbing the company's production. The data collected in this study is based on observation, interview, and review of documents and previous records. The data collected will be analyzed and the recommendations will be given to improve the performance of the company.

INTRODUCTION

Crisp or potato chip is a thin slice of potato that has been deep fried or baked until crunchy. Potato chips are commonly served as a snack, side dish, or appetizer. The basic chips are cooked and salted; additional varieties are manufactured using various flavorings and ingredients including herbs, spices, cheeses, other natural flavors, artificial flavors and additives. Crisp are a predominant part of the snack food and convenience food market in Malaysia. One of the famous crisp factories is Fazz Enterprise which are located at Lot 1454, Jalan Cempedak, Off Jalan Besar Sungai Lang, Kanchong Darat, 42700 Banting, Selangor Darul Ehsan.

The purpose of the case study is to improve their business performance and to explore innovation opportunities for that factory. The factory is one of the famous chips exporting factories where most of its products are exported to other countries such as Thailand and Singapore. To export food overseas, a factory must apply and obtain a health certificate from the Malaysian Ministry of Health (MOH) through the District Health Office and to expand the exporting product to the country other than Asian country, the factory must have HACCP certificates.

There are a few business problems that the factory is facing now. One is the limitation for expanding the business, secondly is long time required to process the health certificates with no HACCP certificate status due to lack of safety and hygiene assurance. Besides, a lot of money and workers energy are wasted on traditional method of cleaning the flavors mixing machine. This is because the machine is too bulky and hard to clean the surface. The safety and hygiene is a key stage in the food production. Without an effective cleaning process, there would be no satisfying in the hygiene or may leave cleanser residue. Foods that are contaminated with bacteria or cleanser residue will have a shorter shelf life and can cause food poisoning to who that consumes it. To ensure that flavors machine are fully washed and clean, it must be washed and dry out evenly to the correct level and there has to be complete control cleanliness.

As a result, we have created a technology to improve the existing machine by making it more flexible, portable and easy to wash using food grade liquid cleanser. By using this new technology machine, it has been assumed that besides the factory can qualify for HACCP status; it can also improve the quality of its hygiene and safety of the food product. Thus, it will be more time saving for washing the machine, required less workload, can save energy, easy maintenance, save cost and products produced using the machine is more assured of cleanliness and safety.

COMPANY INFORMATION

Fazz Enterprise. (000595854-H) is the company of fully owned by bumiputra and under Industri Kecil dan Sederhana (IKS) programs. It was firstly operated on 11 December 2004 until now by conducting the production of manufacture, packaging and distribution of various types of products and liabilities.

The establishment of this company is a joint venture with the sponsors of the government as well as the investment from many sectors. This company also adds to the state's earning capital in the production of the state in the production and consumption.

Started in 1983. with capitalization of RM 60, it started as a small family business, selling other factory crisp product.

The organizational structure of the company is basically consisting of family related workers. All the top management is the family of the owner and founder itself. They have 37 people of general workers and 11 people of machine handles workers.

Beside potato chips, Fazz Enterprise also produced other product such as yolk crackers, onion chips, banana chips and dhal chips. Flavored carbonated drinks like oranges, strawberries, grapes and more. There are also produce a cordial tamarind drinks, Nata de Coco, and Al-Mustajab raisins. All food snacks distributed by Fazz Enterprise have been packaged and labeled on behalf of the company as approved by the Licensing Department, Ministry of Consumer Affairs, SIRIM and the Islamic Religious Department (JAKIM) to obtain the approval of the use of the HALAL mark. They also export most of their product to other country especially crisp.

The factory is one of the famous chips exporting factories where most of its products are being distribute to other district, state and country. The product basically exported to other countries such as Thailand and Singapore. They are expanding their business by selling their product through offline and online marketing. All dealer, personal seller are being selected all around the country and the price will be reduce if they buy in a large of quantity. They also have their own web pages, Facebook account, and Instagram which the customer can order their product through online.

For the past few years, the factory had gained impressive financial achievements but due to a lot competitor, a lot of money involving in maintaining the business, they had lost a few of money n a chance of profit. However, we believe, if they implement this new technology machine, they can improve their company image by production of hygienic and safety food. Moreover, they can expand their business to other country and as a result, they will gain more profit by next year.