



UNIVERSITI
TEKNOLOGI
MARA



**FACULTY OF BUSINESS MANAGEMENT
(BM243)**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**



GROUP ASSIGNMENT

CASE STUDY: MUKRIM MN ENTERPRISE

PREPARED FOR: MADAM HAJAH ZANARIAH BINTI ZAINAL ABIDIN

GROUP: NBH6B (SEMESTER MARCH-JULY 2019)

PREPARED BY:-

NAME	MATRIC CARD #
MAZLIANI BINTI MOHD MUSLIM	2016790553
NURUL FAZILA BINTI GALA	2016884554
NURUL SHUHADA BINTI NOORZAMBRE	2016212922
FATIN SYAFIKAH BINTI ABD HADI	2016798445
NORSHUHADA BINTI SHAARI	2016867322

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ACKNOWLEDGEMENT

In the name of “Allah”, the most beneficent and merciful who gave us strength and knowledge to complete this case study. This case study is a part of our course study “PRINCIPLES OF ENTREPRENEURSHIP”. This is a great experience for us in learning this subject.

We would like to express our gratitude to our lecturer Madam Hajah Zanariah Binti Zainal Abidin, who gave us this opportunity to complete this report. She was giving us moral support and guided in different perspective regarding this topic. A lot of idea and opinion given by her to us complete the outlines for this report. Thank for your support MADAM!.

Thanks to all our family members and friends for being so supportive, patient and understanding throughout the entire process for creating this assignment. The naysayers are always waiting to see us crumble. But, we remained steadfast and never looked back.

We are also thankful to everyone who all supported us, for that we have completed our report effectively and moreover on time. They gave us many helpful comments which helped us a lot in preparing this case study.



EXECUTIVE SUMMARY

Mukrim MN Enterprise is a start-up soya drink and Tau Fu Fa retail establishment located in Segamat, Johor. Mukrim MN Enterprise expects to catch the interest of a regular loyal customer base with its broad variety of soy products. The company plans to build a strong market position in the town, due to the partners' industry experience and a mild competitive climate in the area.

Mukrim MN Enterprise aims to offer its products at a competitive price to meet the demand of the middle-to higher-income local market area residents and tourists.

The Company

Mukrim MN Enterprise is incorporated in Segamat, Johor. It is equally owned and managed by its family business.

Mr. Mukrim has extensive experience in sales, marketing, and management, and was vice president of marketing with his family business brings experience in the area of finance and administration. The company intends to hire two full-time soya makers and six part-time helpers to handle customer service and day to day operations.

Products and Services

Mukrim MN Enterprise offers a broad range of soy products, all from high quality. Mukrim MN Enterprise caters to all of its customers by providing each customer soya products made to suit the customer, down to the smallest detail.

Soya drinks and Tau Fu Fa provides freshly prepared soy products at all times during business operations. Six to eight moderate batches of soya products are prepared during the day to assure fresh goods are always available.



The Market

The retail soya industry in Malaysia has recently experienced rapid growth. The cool marine climate in Johor stimulates consumption of food healthy throughout the year.

Mukrim MN Enterprise wants to establish a large regular customer base, and will, therefore, concentrate its business and marketing on local residents, which will be the dominant target market. This will establish a healthy, consistent revenue base to ensure the stability of the business. In addition, tourist traffic is expected to comprise approximately 35% of the revenues. High visibility and competitive products and service are critical to capturing this segment of the market.

Mission

Mukrim MN Enterprise aims to offer high-quality soya drinks and Tau Fu Fa products at a competitive price to meet the demand of the middle- to higher-income local market area residents and tourists.

Keys to Success

Keys to success for Mukrim MN Enterprise will include:

1. Providing the highest quality product with personal customer service.
2. Competitive pricing.