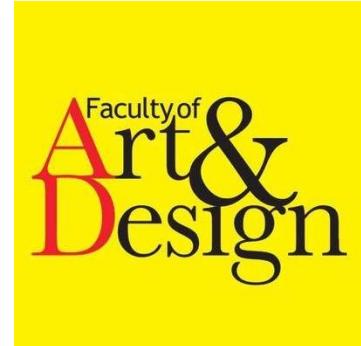




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เทคโนโลยى مارا
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MARA



FUNDAMENTALS ON ENTREPRENEURS

ENT 300

NAME	MAS ALIA IZZATY BINTI MOHD SALLEH
STUDENT ID	2019220238
FACULTY	ART AND DESIGN (GRAPHIC MEDIA DIGITAL)
CLASS	4B
GROUP	AD111
LECTURER	MADAM NURUL SYAQIRAH BT ZULQERNAIN
COMPANY'S NAME	HIDAYAH LESTARI AGRO TRADING
ENTREPRENEUR NAME	SAZLI FAUKULAMI BIN HASNI

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EXECUTIVE SUMMARY

Hidayah Lestari Agro Trading is a quite popular frozen shop in Machang, Kelantan because Hidayah Lestari Agro Trading is the only frozen shop there. People always buying frozen items there because of its trusted quality. In this case study, I had done some research and discover for more information and knowledge regarding to frozen food in Machang Kelantan through call with Encik Sazli Faukulami. I had chosen a frozen shop Hidayah Lestari Agro Trading which is located not far from Bandar Machang. The reasons on why I chose the business store are due to business strategy, marketing strategy, operational strategy, and their financial achievements. He shared a lot of important strategies that been done on order to stabilize the operation of the frozen food shop through his website.

Creating this company was not easy as expected. Mr. Sazli Faukulami has faced various obstacles such as financial problems, lack of staff, transportation problem and so on. Yet thanks to his efforts, he managed to promote his frozen food to the public. In addition, he has also honed his skills by participating in various seminars and has obtained a certificate of approval in business. I am very proud of Mr. Sazli Faukulami for his unwavering perseverance. Failure could not break his passion in business. Mr. Sazli Faukulami's journey in doing business made me aware of the importance of trying something. It is not impossible that something will happen if we try hard.

ENTREPRENEUR PROFILE



Name	Sazli Faukulami Bin Hasni
Company Name	Hidayah Lestari Agro Trading
Registration No	KT 0249623-X
Date Established	2006
Address	Lot 1121/3, Depan Pondok Hidayah 2, Kampung Batu 30, 18500 Machang, Kelantan.
Phone Number	012-9638061
Email	faukulami@gmail.com
Website	www.myiks.com/mrmache www.hidayahlestari.weebly.com
Business Areas	Food Processing, Livestock and Agriculture

COMPANY'S BACKGROUND

Lestari Agro Trading is a 100% Bumiputera owned company. The company runs a food processing business. In 2006, the company started the business on a small scale by renting a shop house. After the company's products received attention and demand from customers, the company has allocated RM 75 thousand to build its own processing building. At the same time, the Department of Agriculture has allocated a total of RM 75 thousand to cover the construction of processing buildings equipped with modern technology. Thank God, a food processing building and modern technology equipment worth RM 150 thousand was built with the cooperation of the Department of Agriculture. With the construction of this technological building, the company has successfully produced products that meet the standards of the Food Act 1983 and the Food Regulations 1985 as well as adopt half the manufacturer's good practice (GMP). The company is also mentored by SIRIM, FAMA, SMIDEC, MPC, MARA, TEKUN, KPDN & HEP AND JHEAIK and JAKIM. We believe with the experience and facilities we have we can provide services that are comparable to other companies in this field. Hopefully with the support and guidance given by any party will help further develop our business and further assist the country in achieving the vision of a developed Islamic country as the National Halal Food Hub & the Islamic World.