



اَوْنُوْزِ سَيِّتِي تَيْكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

(CASE STUDY ENT 300)

HALARIZQ RESOURCE COMPANY

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EXECUTIVE SUMMARY

Entrepreneurship refers to the method of becoming a corporate company, as well as the expansion and creation of current concerns. Entrepreneurship research focuses on entrepreneurial behavior, as well as the complexities of market formation, growth, and development. This research aims to ensure that students are well-versed in the basic theories and principles of entrepreneurship.

As the case study is a hands-on learning experience, students are more likely to grasp concepts because they must interview the owner of a company or service provider. The case study should be used to evaluate how ideas and concepts taught in class are applied in real-life situations. So that they can apply and relate what they've experienced to real-life circumstances. Contact and teamwork capabilities have improved as a result of the case study. This is because students must brainstorm questions to pose before interviewing the company owner or service provider. Furthermore, students' problem-solving and decision-making abilities have increased.

The main objective of this assignment is to identify problems that business owners are facing using the SWOT analysis method. It is a standard method used to analyze the strength, weaknesses, opportunities, and threats of the business. This practical learning is a very good way of applying what has been thought in class.

COMPANY INFORMATION

The name of that company is Halarizq Resources. The company was established in September 2020 and the business was started on a small scale according to the number of chili sauce orders & the needs of food safety consulting services. The owner of company this product is Maizatul Atiqah. Halarizq Resources is a Bumiputera -owned company that runs a food-based business. First, the production of homemade chili sauce with its brand. Secondly, the company also provides consulting services related to food safety such as Halal, GMP, MeSTI, Bess & HACCP.

Starting in 2021, the company's sales are increasing. The demand for chili sauce is increasing. Many other companies are also taking the chili sauce. And are also using food safety consulting services. The name of the company chosen is based on the 'nature of the business that wants to produce halal food while providing knowledge about halal food to the public. The Identification card number is 3188532-M. Location of this company is No 23, Persiaran Wira Jaya Timur 34, Taman Rapat Bistari, 31350 Ipoh, Perak. The company's phone number is 0134189362 or 0134189362.

The company has many employees. The number of employees is 8 people. The sauce is produced in a clean, safe, and closed condition, coupled with the delicious taste, which makes it the product of choice for many people in Malaysia. This company has also been registered on the IKS.my portal. This can convince that this company is a good company and good products. For anyone who needs food health consulting services, they can open Facebook to see all the posts made. His Facebook name is Halarizq Resource or can click this link(<https://web.facebook.com/foodconsultantipoh/>). And this company also makes Instagram and also shopee as a place to sell chili sauce products. The name of the Instagram is ned chili sauce. The owners of this company use the opportunities available such as technology as they promote and sell their products.

ENTREPRENEURIAL BACKGROUND

The name of the owner of this company is Maizatul Atiqah. She is a graduate majoring in Food Science and Nutrition (Food Services) at University Malaysia Sabah. After his graduation. He continued to look for opportunities and also experience working with the hospitality industry, manufacturing & consulting helped him to run his business.

The purpose of doing that is to add more knowledge that he has and also to further sharpen the knowledge that he has learned before. The owner of this company is 27 years old and aspires to further develop the halal food industry & food consulting services among Bumiputera. This is because it can help many other consumers to use quality goods and also produced from their own country.

The owner has also used social media as a place for him to tell about his company. He has also used existing knowledge such as the knowledge of food safety consulting services by applying that knowledge on social media such as Facebook. With that, people know what to eat or not. Many interests about health are also told on social media such as the need to reduce salt and sweetness in food. Therefore, the health of the people is guaranteed.

The owner of this company is still young so he has a good mind. Therefore, it is easy for him to further develop his company. He can plan strategies wisely and use the available knowledge to further increase bumiputra products and halal products.