



اَوْنِيُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 300**

**CASE STUDY**

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**BUSINESS NAME : SEAmEQ**

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## **EXECUTIVE SUMMARY**

This report conducts on the Seameq cracker industry. This industry is the manufacture of various types of crackers and the production of the most popular snacks in terengganu. They focus on Keropok Lekor. Various types of Keropok Lekor make this food look more attractive and easy to serve in any way. At the same time, the raw material to make this product like fish in Kampung Nelayan. Moreover, the simple step of producing this product gives many benefits as the company uses modern machines to mix all the ingredients making it neat and cut into pieces.

SeaMeq Product interpreneurial competencies are, initiative, self- confidence, problem solving and systematic planning.

# ENTREPRENEUR PROFILE



**Company Name : SEAmEQ**

**Date Established : 26 August 2000**

**Nature of business : Manufacturers, wholesalers and suppliers of crackers (No siri : 343104).**

**Website : <https://www.seameqhq.com/>**

**Contact Number: 60127648528**

**STATE : TERENGGANU**

At the beginning of this instant cracker business was produced by the company Maperow Sdn Bhd (Maperow), this company has no name or label now.

if customers want to get the product, they only need to buy Kak Mek crackers or Semek crackers (name of the person).

The company was established on 26 August 2000 by a partnership company of a married couple when Encik Tajul Arifi Mohd Rashid was 60 years old and his wife Puan Azizah Wan Hassan was 55 years old. Initially the business only provided raw fish and crackers, in 2008, they made fish crackers using their own raw materials. That's where SEAmEQ fish crackers start. Fish crackers under the SEAmEQ form will expand marketing in hypermarkets nationwide

For 4 years in the market, SEAmEQ crackers are increasing, not only local customers, but it also has markets outside Terengganu including Sabah and Sarawak.

Currently, there are six types of SEAmEQ crackers on the market that use natural flavors, bbq, cheese, garlic, black pepper and curry. With a price of RM1.50 to RM2.50 per pack. The product has also been in Raksasa hypermarkets throughout Malaysia and the Tesco and mydin markets by the end of this year.



**Lot no 2241, Tok Jiring, Jln Kelantan, 21060, Terengganu**

**Hours :**

<b>Monday</b>	<b>7am – 10pm</b>
<b>Tuesday</b>	<b>7am – 10pm</b>
<b>wednesday</b>	<b>7am – 10pm</b>
<b>Thursday</b>	<b>7am – 10pm</b>
<b>Friday</b>	<b>7am – 11:59am, 3pm – 10pm</b>
<b>Saturday</b>	<b>7am – 10pm</b>
<b>Sunday</b>	<b>7am – 10pm</b>