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ENT 300 INDIVIDUAL ASSIGNMENT

CASE STUDY

ENTREPRENEUR NAME: RAMLY GROUP

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EXECUTIVE SUMMARY

This assignment assigned to the students to identify one entrepreneur for case study and to know about the personal entrepreneurial competencies that was chosen by the student. For this case study, I choose Dato' Haji Ramly bin Mokni as the entrepreneur to study about the personal entrepreneurial competencies key characteristics. First, Haji Ramly very passion to chase his dream and one of them that showed the most is being persistence. Persistence is when he repeated the same things and ignore all obstacles to reach his goal. For example, he never gives up doing his business even there is up and down. Secondly, he sees and act of opportunities. This is portrayed when he takes a chance to make his own patties when he notices there is no bumiputera patties in Malaysia back then. Next is his concern of high quality and for example is when he really making sure his product safe and halal to eat for Muslim people mostly in Malaysia. He also takes the hygiene matter seriously so that nobody can get problems when eating his product. Lastly, he solves problems professionally when it comes to his product. This can be shown when there is a rumour back then that his patties contain pig DNA and he makes a quick decision to make a public statement and the truth have been told when police confirmed the result. There are four entrepreneur competencies that I found when analyse Haji Ramly as food entrepreneur.

ENTREPRENEUR PROFILE

Ramly Processing Sdn. Bhd. or mostly known as Ramly is a Malaysian frozen and fastfood company. It was founded by Ramly bin Mokni. He was born in Tanjung Pandang, Parit Buntar, Perak. He was the 8th child of 16 siblings. Because of the impoverished family's financial issue factor, he migrated to Selangor. Later, he got a job as a cutter of meat in Kuala Lumpur. Unfortunately, because of financial difficulties, his parents were unable to finance his education and that is why he still trapped in meat business.

Ramly and his wife started this business from their home in 1978. The idea came from when he was working in a local mall. A customer asked if one of the meats are produce by local bumiputera or not. Back then, the demand for food made by bumiputera was very low. Hence, Ramly saw it as an opportunity to start a business to create halal burger meat at the time with his wife. They started their business with only few moneys that they have in deposits and did not have machine equipment to make a cow meat burger at that time and they do it homemade. Burgers initially elicited a strong response since they are new to some people especially people in Malaysia because they mostly eating rice in their daily life.

BUSINESS PROFILE

The company was established in 1984, Dato Haji Ramly Bin Mokni and Datin Hajjah Shala Siah Binti Abdul Manap, to manufacture halal, safe, and reliable goods. The Ramly Food company is a famous bumiputera-based food manufacturer dealing with meat-based products such as beef, chicken and seafood. They also started introducing many variations of his product such as sausages, minced meat and more along with their first product that is patties. His expansion in Pulau Indah was loan he got from Agro Bank and Bank Pembangunan Malaysia. Ramly is now the name of the household in the Malaysian and International markets. Throughout the career of Ramly company also received several awards.

ENTREPRENEURIAL COMPETENCIES

1. Sees and acts on opportunity

The entrepreneur, Dato' Haji Ramly bin Mokni has saw his chance to make his own patties brand and his opportunity of marketing. His product became the first processed meat in Malaysia that is good and halal. He is a butcher from Malaysian and he know Malaysian trend because at that time western food was not popular. The demand for the processed meat has showed enough that processed meat for western like burger patty has high potential to be marketed in Malaysia. This proves that when they could sell from 200 to 4000 pieces of patties. At first the response was not positive but day by day his effort and patience already pay up.

2. Persistence

As same likes other entrepreneurs, he faces some difficulties in meeting his goals of developing his company and mostly on the financial side since he started his business from when he got nothing. He makes a lot of business proposal about the burgers production to make a business loans but get rejected many times because burger is not famous in Malaysia and did not match Malay tastebud. Malaysians back then just were not into burgers because they are not familiar. He requested loan and always got rejected, he decided to start his business with just a capital of RM2,000 and produced 200 burger patties a day. Lastly, he got loan from Agro Bank. However, he does not give up easily and it make it as motivation booster and motivated him to work even better and harder on his business.

3. Concern of high quality work

Back then many people doubt the process of making Ramly is it halal or haram. He got an idea to make the first halal meat and frozen food like sausages because the meat at other market were questionable. And in Malaysia mostly people are Muslim and only eat halal food. He saw his chance and took this opportunity to start the halal frozen food and meat food company. He always making sure that all meat making in his premise are clean and the quality of the meat never changes.

4. Problem solving

Ramly company once got accused of producing a meat that contains pig DNA. This makes all people are scared and phobia to buy product from this company. However, Dato' Haji Ramly bin Mokni can solve this problem professionally. He makes a public statement and letter dated 1 December 2011, he states that it was someone try to sabotage their company that is 100% and fully owned by Muslim and all employees are Muslim. He also states that there was a packaging which was not from by his company was found to be used and a police