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ENT300

CASE STUDY

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EXCECUTIVE SUMMARY

This reports include the background profiles of DNR Lekor Sdn Bhd and also their four entrepreneurial competencies. DNR Lekor is one of the most famous producer of ‘keropok lekor’ in Terengganu. They produced their products targeting the whole community inside and outside of Terengganu. They have achieved countless achievements that prove all of their hard works in order to grow their business. Going through many hardships, DNR Lekor shined their entrepreneurial competencies namely initiative, sees and acts on opportunities, systematic planning and problem-solving. These competencies eventually highlight their journey in making their products well-recognize and also expanding their business. Having the skills to slay all the competencies, DNR Lekor sure are unbeatable by other companies in the same industry.

ENTREPRENEUR PROFILE

Starting as a small business, the company of Keropok Lekor Bukit Tok Beng now has been phenomenal and well-known throughout Malaysia. Their first building was built on a flattened hill located in Terengganu. The company was first established by two brothers namely Haji Nazri Mohd Dagang and his younger brother, Haji Nazir Mohd Dagang. Bringing the name of BTB2209 which is under the company of Berkat Nazri Nazir Enterprise, the two brothers work hand-in-hand to create the most delicious recipes of ‘keropok lekor’ in Terengganu. The name BTB was created by the abbreviation of Kampung Bukit Tok Beng. Meanwhile, the use of the number 2209 in BTB2209 were inspired by their family’s favourite number.

As time goes by, their company continues to grow bigger. It was then when the two brother’s younger sister, Dasimah Mohd Dagang who was graduated in Chemistry Science from USM started to join their brother’s continuous effort to strengthen their business. After ups and downs, Dasimah Mohd Dagang successfully opened her own company which was later on named as DNR Lekor Sdn Bhd.

In the early stage of building DNR Lekor identity, they only produced original flavour of ‘keropok lekor’. Later on in the year of 2011, the first innovation of their original recipe had

been invented. They produced a new flavour of ‘keropok lekor’ that contains cheese flavour. After their first steps, they continue to invent new flavours yearly which are the flavours of onion cheese in 2012, ‘keropok lava’ in 2014 and cheese with black pepper in 2015. In the year of 2016, they had eight recipes of ‘keropok lekor’ of their own.

In the year of 2016, DNR Lekor who was formerly known as Syarikat Berkat BTB Dua Enterprise had got their Halal certificate from Jabatan Hal Ehwal Agama Terengganu. In return, the demand for their products increased rapidly by the customers all around Terengganu and even Malaysia.

Starting from that, Dasimah Mohd Dagang continues her efforts to make her company more prestigious by joining various of expos and exhibitions outside of Terengganu namely Ekspo Halal Penang (2015 and 2016), Pesona Terengganu in Kuala Lumpur (2015), Terengganu Show Case in Johor (2015) and Mood Republic (2015).

By joining those events, DNR Lekor was well-noticed around Malaysia. The high demand of their products from the customers outside of Terengganu had gave the idea for the company to open online selling medium of their own. As the results, they create their own website where customers all over Malaysia can purchase their products as the customer’s preferred. The delivery process was done through Pos Laju meanwhile for customers who bought their products in huge amount will be delivered by bus.

At the beginning of the sixth month of 2016, the application to pattern the BTB Lekor brand which had been used since the beginning of the company's establishment, found a dead end, when it did not get approval because the BTB brand was used by Berkat Nazri Nazir Enterprise. Taking a safe step, Dasimah Mohd Dagang has decided to change the name of the company and also rebrand the products. After discussions, they finally agreed to change the name of the company to DNR Lekor Sdn. Bhd. The name was taken from the combination of family members' names for the couple Puan Dasimah and Encik Rozlan. Early in the sixth month of 2016 as well, the new brand was used which is Dynar Lekor. Until now, the products that had been produced by DNR Lekor Sdn Bhd are still in high demand despite having new images of their products.

DNR Lekor company is addressed as DYNARLEKOR BG (BULUH GADING), Lot 8338, Kg Buluh Gading, 21200 Kuala Terengganu, Terengganu Darul Iman. They can be contacts via phone - 012-4352209, 012-6382209, email – masmurni@dynarlekor.com and website – www.dynarlekor.com.

ENTREPRENEURIAL COMPETENCIES

1. INITIATIVE

DNR Lekor has taken countless initiative to grow their business that go beyond their field. The first initiative that we can see is, their efforts to invent new recipes yearly or maybe a new recipe per two years. Their new invented recipes had been through many consideration and researches to match the needs and demands of the communities. By doing that much efforts, their products will be sure to be accepted by the communities. Also, by inventing new recipes annually, their products will grow immortal and time-lasting despite the changes of the industry as their recipes are made to match the standards of the community through the decades. They invented the cheese flavours in 2011, onion cheese flavours in 2012, 'keropok lava' in 2014 and cheese with black pepper flavours in 2015. In return, their products have created a huge sensation in the communities. The second initiative is, DNR Lekor always seeks for chances to introduce their products to the communities by joining various of expos and exhibitions throughout Malaysia. Their endless journey in the exhibitions such as Ekspo Halal Penang in 2015 and 2016, Pesona Terengganu in Kuala Lumpur in 2015, Terengganu Show Case in Johor in 2015 and Mood Republic in 2015 has gave them many rewards. Increasing the sales of their products, introducing their products and even getting recognitions in the industry had become their greatest rewards. In returns to that, their brand identity and company's reputation has become even stronger and unbeatable comparing to their competitors.

2. SEES AND ACTS ON OPPURTUNITIES

DNR Lekor has taken every opportunity that come across their way seriously. The first opportunity that they caught was the invention of cheese recipes in their collection of 'keropok lekor' flavours. As soon as they realize that the communities favour has mixed with western, they finally came out with cheese flavour for their signature dish, 'keropok lekor'. In return, they had created an irresistible product of their own with a mix of our traditional taste and western taste namely Cheese Poppers, Onion Cheese