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## CASE STUDY

SYARIKAT FAIZA SDN.BHD

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## 1. EXECUTIVE SUMMARY

Case studies are necessary to rate the business's background , alternative and problem that the management faced , and the analysis of the company. To adapt this method, there are approach made to study about Syarikat Faiza Sdn.Bhd (SFSB) business through internet research about the business and the owner, Mrs.Hajah Faiza Bawumi Sayed Ahmad. These information will derive this research to complete the analysis for the company.

For some reason, this company enherit the entrepreneurial motivation from the owner since they started their operation. It is because, Mrs. Hajah Faiza Bawumi Sayed Ahmad always being motivated from her teenager life that made this business become success. From the analysis of the business, her main target is to enlarge her business's sales within Malaysia. Beside that, SFSB also provides a lot of unique design for their product packaging. This strategy can attract consumers from buying its product.

On the top of that, Syarikat Faiza Sdn. Bhd (SFSB) has it strength, weakness, threat and opportunity. By the elements, there are some solutions to defeat the problems that they faced to make the business run for a long period. For instance, SFSB sold several types of products that prevent the consumers from feeling bored when it is time to choose the products. Also, their products have long period of edibility as it do not expire in mere days.

## 2. ENTREPRENEUR PROFILE

### **2.1 Business Information**

- Syarikat Faiza Sdn. Bhd (SFSB) was established in 1982 and went into venture capital with the National Padiberas (BERNAS) in 1997 with Mrs. Hajah Faiza Bawumi Sayed Ahmad as the owner . It conducts retail activities as their core business. SFSB introduced rice that is highly recommend for a good health. For example, it is made for people with diabetes, high blood pressure and obesity. It it well known among Muslim people because it is one hundred percent halal. Now , they has three factories which is in Selangor , Terengganu and Kedah. Also , they are exploring some new fields to be their new product besides rice and spices. For example, noodles , chili sauce and soy sauce. SFSB is a sponsor for TV3 charity programme called “Bersamamu”. Also, it has a solid infrastucture for rice production and distribution because it produce plant on total land area of 300,000 square feet with high technology equipment for rice processing and packaging. The warehouse store capacity is about 10,000 metric tons.It also has their own trucks and cars to handle the distribution and services. To be exact, 40 units of lorries and 20 units of cars. It also provide delivery services to their customers all over Malaysia. The vission and mission for SFSB is to be the leader in the food industries in Malaysia which specializes in the production and distribution of specialty and high-end rice.

#### **2.1.1 Entrepreneur Background**

- Mrs. Hajah Faiza Bawumi Sayed Ahmad, is a founder of Faiza Sdn. Bhd . She was born in Mesir and her father is a businessman. Since she is an oldest daughter from her siblings , she had an experience for being a cashier for her father’s business whenever he went to perform prayers or manage other business.She married with Abu Bakar who is a student from Malaysia that pursuing his degree in religious studies and a master’s degree. They got married and she had migrated to Malaysia to follow her husband in 1964. They have seven children . She can speak fluenty in Malay within three months after she stayed in Malaysia because she is a friendly person who always being socialable with neighbours.She hold a position at Faiza Company as a manager director. In 1998, her daughter, Mrs.Najwa Abu Bakar has take over this business.Then, Mrs. Hajah Faiza Bawumi was started to take wages by doing job such as sewed embroidery , sold several

of kitchen items , sold kid's clothes . Also, from that moment she realized that she wanted to make a business from house to house to gain profit. She has a license of rice wholesaler and sold a lot of types for rice such as Ponni, Basmathi, Siamese and fragrant rice. She also had business of making curry spice and distributed it to the stores nearby her house. The spice was under brand called Bunga Raya and it received many demand from the user. She has produced many types of spices such as chili powder and soup spice. Although she is known as businesswoman , she decided to set time to do charity work and holding many position. For instance , President of Malaysian Bumiputera Rice Wholesalers, Chairman of the Islamic Women's Welfare Ogranisation Malaysia (Perkim) Batu Pahat and being a member of Hospital Batu Pahat visitors board for trustees and Batu Pahat orphans.

### **2.1.2 Background Of Business**

- In the early of 90's , community in Malaysia began to aware about the contain in product .So, in 1998 Syarikat Faiza Sdn.Bhd (SFSB) has started introducing their product which is has several types of high quality rice category from Kartanaka, India. This rice is the type of "Ponni" rice pest and it is good for health. To prove how good the rice is,SFSB has asked the University Putra Malaysia(UPM) to conduct a survey on it. After they found out that the results have been reacting positively,it has been distributed to all over Malaysia. SFSB has derive their consumers with "Ponni" rice for their diet plan. Beside that, SFSB also produced paddy production that has high demand in Malaysia. For instance, Basmathi , Thai Super Special, Local Rice and Fragrant Rice. Because of their high quality of product, SFSB has received a lot of good response. Until now, it has been distributed 21 brand of rice.