



**CASE STUDY**

HAJI ALI OMAR

PAK ALI FOOD INDUSTRIES SDN BHD

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**STUDENT NAME** : MUHAMMAD SYAFIQ ASYRAF BIN AHMAD FAKRI

**ID NUMBER** : 2019237806

**LECTURER NAME** : SIR RAJA ATTIK ARIFFUDDIN BIN RAJA ARIFF

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## 1. EXECUTIVE SUMMARY

The main goal of this case study is to introduce students to real-world business. Students can use these case study to learn and understand more about a particular scenario, such as a person, business, or organization. For this case study, I researched the firms I selected carefully and identified the business background as well as the entrepreneur. Pak Ali Food Industries Sdn Bhd is the name of the company I choose, and the founder of the company is Hj. Ali Omar. The company's mission is to expand the market in Malaysia through a smart partnership program between distributors and Jeruk Madu Pak Ali. The company team always listens to their customers' feedback to produce something affordable while maintaining product quality.

Meanwhile, the brand name of the product is Jeruk Madu Pak Ali. Madu Jeruk Pak Ali is the only bumiputera orange factory in the world that sells oranges. The Penang Regional Development Authority (PERDA), the Ministry of Agriculture (MOA), the Department of Agriculture, FAMA, and MARA all oversee the production of oranges. Fruits are leased directly from farms such as the sala mango farm in Perlis to make the oranges. Orange commercial items include yellow mango, sala mango, water mango, green kedondong, yellow kedondong, papaya, guava, honey salak, penang nutmeg, sagat nutmeg, cermai, kabung, kelubi, grapes, and sengkuang. There are about 30 different types of wet oranges and 50 different types of dry oranges. Fruit pickling goods are also available.

## **2. ENTREPRENEUR PROFILE**

### **2.1. ENTREPRENEUR BACKGROUND**

Jeruk Madu Pak Ali has been run since 1985 on a small scale at home and was founded by Hj. Ali Omar. Encik Ali Omar, a 67-year-old native of Sungai Ara, Penang, is a village boy who feels deficient due to illiteracy. But with the lack of it, he felt it was not an obstacle to becoming a successful Malay entrepreneur who are successful in food products and the successful supply and export its products not only in the country but also overseas markets such as South Africa, England, and Saudi Arabia.

Pak Ali's statements have been collected in earlier interviews. "I am illiterate," he admitted, "but I can speak English, Japanese, Tamil, and Hokkien languages orally due to the mix of atmosphere." He was recently interviewed at his factory at IKS Tasek, Simpang Ampat. this is it.

According to Pak Ali, the idea to grow honey oranges began on a modest scale in his backyard. He further stated that after meeting with executives from the Penang Regional Development Authority (Perda), who urged him to promote the village's business, the honey pickles made have now effectively reached the international market.

## 2.2. BACKGROUND OF BUSINESS

Pak Ali Food Industries Sdn Bhd is a significant producer of fruit pickles in Malaysia, and its "Pak Ali" brand is noted for its distinct flavour and aroma. These oranges are made with high-quality, fresh fruits that have been hand-picked from the farm. The Malaysian Agricultural Research and Development Institute (MARDI) uses a blend of ancient recipes and cutting-edge technology to create this delightful and nutritious taste.

The Department of Islamic Development Malaysia (JAKIM) has awarded Jeruk Madu Pak Ali goods the Halal Certificate, the Must Certificate from the Ministry of Health Malaysia (MOH), and the "1 Malaysia Best" Certificate from the Federal Agricultural Marketing Authority of Malaysia (FAMA). The Ministry of Agriculture and Agro-Based Industry recognised our company as the national winner of Jaya Agro-based Industry in cooperation with MAHA 2014. Malaysian Prime Minister Mahathir Mohamad presented the award.

Since 2009, oranges have been produced in a factory at the Perda Tasek IKS Industrial Area, Simpang Ampat, Seberang Perai Selatan, Penang. Tourists and customers can learn more about the orange production sector and shop for products in this factory. Pak Ali Food Industries Sdn Bhd's products, as well as those of other Penang-based entrepreneurs, are on display at the Jeruk Madu Pak Ali Sales Center.

Penang's Jeruk Madu Pak Ali is becoming increasingly well-known as a handicraft. Tourists visiting Penang must purchase Jeruk Madu Pak Ali as a souvenir for relatives and friends. Jeruk Madu Pak Ali is presently in high demand from people from all walks of life. Many Malaysians choose oranges because they are cultivated in a clean, safe, and covered environment and have a nice and delightful taste.