



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## **CASE STUDY**

**DATO' DR. HAJI RAMLY BIN MOKNI  
&  
RAMLY FOOD PROCESSING SDN. BHD.**

**FACULTY** : **FACULTY OF COMPUTER SCIENCE AND MATHEMATICS**  
**PROGRAMME** : **COMPUTER SCIENCE**  
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## 2.0 Executive Summary

Ramly Food Processing Sdn Bhd, also known as Perusahaan Burger Ramly Mokni Sdn Bhd, is a local food firm in Malaysia. The firm was started in 1984 by Dato' Dr Haji Ramly bin Mokni and Datin Hajjah Sahal Siah Abdul Manap, a husband and wife partnership, on a revolutionary platform to create Halal, sanitary, and high-quality items. Their goal is to create a halal western fast-food franchise in Malaysia that is both fresh and high-quality 'Pastikan Ramly Baru Beli' is the company's tagline. Ramly Food Processing Sdn Bhd began operations in 1979 at Lorong Haji Hussin in Kuala Lumpur, where it was formerly a modest firm with merely a mobile kiosk.

Ramly Food Processing Sdn Bhd is well-known for their burger patties, which come in two flavors: beef and chicken. They are also a well-known Bumiputera enterprise that has been recognized three times by the Development Bank. In 1982, they received the Best Project Award, the Jaya Entrepreneur Award, and the Client Development Award in 1984. Ramly Processing Food Sdn Bhd has successfully released 1,000,000 burger patties every day in recent days. The firm operates a processing factory in Mukim Batu, Kuala Lumpur, which offers job possibilities in management, production, and product marketing and distribution. Kumpulan Ramly now has ten subsidiary firms under its umbrella.

Thailand, Singapore, Bangladesh, Myanmar, Vietnam, and Indonesia have all received their merchandise. There are 16 Ramly Halal Marts and 12 Ramly Halal Kiosks in Malaysia, but they intend to open 450 more in the next several years. Even with competition from gourmet burger sellers, Ramly remains an iconic and accessible Malaysian meal whose appeal is unlikely to wane very soon.

### 3.0 Entrepreneur Profile

#### Entrepreneur background



Figure 1

Ramly Food Processing Sdn Bhd was founded by Dato' Dr Haji Ramly bin Mokni and Datin hajjah Shala Siah binti Abdul Manap. Dato' Dr Haji Ramly bin Mokni is a Malay man that was born in Tanjung Piandang, Parit Buntar, Perak. He is the 8<sup>th</sup> son in the family. With his brother, he went from Parit Buntar to Sekinchan, Selangor, and began working as a laborer. In Kuala Lumpur, he took a job as a butcher. After a year of marriage, he launched a modest company in the flat he shared with his wife, Datin Hajjah Shala Siah binti Abdul Manap.

In the year 1984, he begins to take his business seriously. In 2008, he was awarded Anugerah Usahawan Inovatif Dpmm. Following Sultan's birthday on December 11, 2009, he received a Dato medal from His Majesty Sultan Sharafuddin Idris Shah Alhaj Ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj. He also got another 4 awards which are, Anugerah Projek Terbaik (1982), Anugerah Pelanggan Pembangunan (1984), Anugerah Usahawan Jaya (1992) and Pembekal Tahunan Terbaik (2010).

## Background of Business



Figure 2

R – Reach for Global Network

A – Accomplishing Effective Production Management

M – Maintaining “Halal, Cleanliness and Quality”

L – Lean on Spiritual and Physical Balance

Y – Yield Confidence in All Actions

Dato' Dr Haji Ramly, the founder of Ramly Food Processing Sdn Bhd, was previously only a local butcher at a market in the early 1970s, when Halal and sanitary frozen food were still in doubt. Malaysia grew concerned with the beef burger's unlawful halal concerns. Dato' Dr Haji Ramly took advantage of the circumstance and used his ground beef to make Muslim-friendly patties and sausage. In their residence in the flat of Jalan Haji Hussein, Kampung Baru, he and his wife, Datin Hajjah Shala Siah binti Abdul Manap, prepared their meat burgers manually with just a knife as a support mechanism.

Their business was initially unwelcoming since Malaysians did not appreciate burgers at the time, but Dato' Dr Haji Ramly and his wife persevered and eventually opened a burger store near the Chow Kit neighborhood. Since the demand for Ramly Burger meat has risen, they have begun to order up to 3,000 pieces each day, starting with 200 pieces per day.

When his bank loan application was denied, he decided to utilize his savings and a loan from Bank Pembangunan and Malaysia Berhad to continue the firm. This demonstrates the importance of government agencies in assisting him in the development of his firm.