



اَوْبُو سَيِّتِي تَتِيكُو لُو كِي مَارَا
UNIVERSITI
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MARA



CASE STUDY: COMPANY ANALYSIS

MOUTHGASM CRUNCHY SDN BHD

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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TABLE OF CONTENT

TITLE PAGE	i
TABLE OF CONTENT.....	ii
ACKNOWLEDGEMENT.....	iii
EXECUTIVE SUMMARY	iv
1.0 INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY.....	1
1.2 PURPOSE OF THE STUDY.....	1
2.0 COMPANY INFORMATION.....	2
2.1 BACKGROUND COMPANY.....	2
2.2 ORGANIZATIONAL STRUCTURE	3
2.3 PRODUCTS & SERVICES.....	5
2.4 BUSINESS & MARKETING.....	7
2.5 FINANCIAL ACHIEVEMENT.....	9
3.0 COMPANY ANALYSIS	10
3.1 SWOT ANALYSIS.....	11
4.0 FINDING AND DISCUSSION	15
4.1 FINDING.....	15
4.2 DISCUSSION.....	16
5.0 CONCLUSION	17
6.0 REFERENCES.....	18
7.0 APPENDICES.....	19

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Special thanks to our parents for providing us with moral support and encouragement as we completed the tasks assigned to us. We also feeling oblige in taking the opportunity to sincerely thanks to Dr Siti Zaitun binti Saddam as our Principles of Entrepreneurship (ENT530) lecturer this semester, for encouraging and guiding our group through the assignments.

We would also like to thank the founder of Mouthgasm Crunchy Sdn Bhd, Mr Shahrul Shafiq bin Rosni, who was one of the most major contributor to our case study on company analysis, for sharing information throughout the interview about the Mouthgasm Crunchy Sdn Bhd business he runs. As a result, we were able to complete tasks efficiently and cheerfully.

EXECUTIVE SUMMARY

Case study was conducted in order to have a better understanding of the concept of real-life business, as well as to identify and solve the fundamental difficulty that Small and Medium Enterprises (SME's) confront especially during this Covid-19 pandemic. In response, we have chosen Mouthgasm Crunchy Sdn Bhd as a part of our case study. The findings of the case study are based on the online interview that have been carried on with Mr. Shahrul Shafiq as the business owner to get the information about his business.

A brief description of his company, Mouthgasm Crunchy Sdn Bhd is a Malaysian SME that was established in December 2019. It is operated as online based selling and owned by Mr. Shahrul Shafiq, who is a university graduate in architectural and enjoys business. This business offers customers a food and snack-based products that is a combination of Choco crunch and cookies flake in mocha chocolate flavour with toppings of coffee powder. This product has now become well-known, particularly among chocolate and caffeine enthusiasts.

This research will comprise the general information of the company such as the background, organizational structure, products and services offered by Mouthgasm Crunchy Sdn Bhd as well as the business, marketing and operational strategy that they use in order to run a successful company. The further discussion will be the analyzation of SWOT analysis which includes the company's strengths, weaknesses, opportunities, and threats. This provides us on the information on how they managed the organization and sustain running business using well-strategic plan and the opportunities that they had. The threat and weaknesses will be identified for the Mouthgasm Crunchy Sdn Bhd improving their business.

Small and Medium Enterprise (SMEs) are the most typical type of business that faces financial difficulties during economic downturns and pandemics. As a result, many small- and medium-sized business owners including Mouthgasm Crunchy Sdn Bhd are striving to stay afloat in their respective industries. The major problem that can be found in this research is they lacking in machinery system as well as challenge in exporting product. A limited resources can affect the production. Lastly, this research as well conclude the major problem that company faced and the recommendation for the SMEs to act to the problem that they faced. Therefore, lead us to the reality of the business world, especially in SME's.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Principles of Entrepreneurship (ENT530) is an elective subject for all UITM student to take in their semester. Entrepreneurship education provide the students with the knowledge skill, and motivation to adapt with a real-life situation about an entrepreneur. It is also emphasis with the entrepreneurial behaviour, the progress of business set up and development. Besides, this course mainly to developed technical problem-solving skill.

In this course, students need to conduct a case study related to Small and Medium Enterprises (SMEs) business or company. This is because SMEs are the backbone of the Malaysian economy, contributing approximately 98.5 percent of all company establishments in the country. SME also can be the most affected during volatile economy. Due to that, students are required to interview any SME business or company for the case study in order to understand the process. In this case, we are conducting an online interview through google meet with Mr Shahrul Shafiq, founder of Mouthgasm Crunchy Sdn Bhd which is one of Small Medium Enterprise (SME's) that based on online selling and a business that provide food and beverage products.

1.2 PURPOSE OF THE STUDY

The primary goal of this research is to provide insight into how the business world operates as well as to create a critical thinking for the problem-solving in SMEs. From the interview made, we will be able to get access to the details of the company in order to relate with theory of SWOT analysis and come up with the best solution regarding the problem that has arisen. Aside from that, the case study we performed benefited the students by creating opportunities, ensuring social fairness, and stimulating the economy, which they may run their own business someday. As a result, when students graduate from university and start their own firm, they are better equipped and prepared to face the business world.