



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
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MARA



## CASE STUDY: COMPANY ANALYSIS

### MAAA EMPIRE ENTERPRISE

#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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## EXECUTIVE SUMMARY

MAAA Empire Enterprise is a small and medium-sized enterprises (SMEs) company that provide livestock, construction and transportation services. It is based in Jempol, Negeri Sembilan. The founder of this company is Muhammad Anwar Bin Abdul Aziz. He is a graduate from Universiti Putra Malaysia (UPM) with a Diploma in Animal Health and Husbandry. For now, the company is managed by him and assisted by his family members with his father, Abdul Aziz bin Paan as the assistant manager and his sister, Nurul Saza binti Abdul Aziz as the administrator and accountant.

The strengths of MAAA Empire Enterprise are they have good customer care and they respond very quickly. Other than that, they also have a lang for storage purposes and the ability to work in harsh, hot and difficult conditions. They also have weaknesses such as time constraints to do their business, lack of reputation and do not have specific property such as an office for proper business purposes. Besides, they also have a low security level for the land where they store their livestock. There are a few opportunities for MAAA Empire Enterprise to expand their business such as high demand for beef from the customers in Jempol and seasonal sales. They can also expand their product and services domestically throughout Malaysia and the continuous private sector housing increase will create more construction opportunities.

As MAAA Empire Enterprise is growing, they also faced some challenges and problems. The impact of Covid-19 pandemic has a great impact on the company since much of the construction and transportation work cannot be done. They also have a lack of capital due to low credit scores that make the company hard to find funds. They also have a marketing problem since their business is only known in the Jempol area only.

There are a few alternatives suggested such as applying for a letter of implementation from the police and responsible parties so that they can work during Covid-19 pandemic. For lack of working capital they can do merchant cash advances and invoice factoring. And for marketing they can use social media marketing to increase their sales and expand their business outside the Jempol area.

## **1.0 INTRODUCTION**

### **1.1 Background of The Study**

We were asked to perform a case study, which is an activity, event, or problem that covers a real or hypothetical issue and the complexity that might occur in the organisation. We chose MAAA Empire Enterprise to fulfil the case study requirement. The organisation provides livestock, construction, and transportation services to those who live and work in Jempol, Negeri Sembilan.

### **1.2 Purpose of The Study**

Through this study, students will learn how to deal with various types of problems that might arise in a business. This will help them improve their operations and sales in the future. By doing this case study, we will obtain insight into how to better our business in the future. This will benefit us as students because we will be forced to think critically about how to improve the operations, sales, and marketing of our firm. We live in an unpredictable world, so we need skills that allow us to make independent judgments. We have no way of predicting what kind of employment market or economy we'll have to deal with. As a result, we have no idea what stuff we'll require once we've left UiTM. It teaches us how to seek out problem-solving possibilities, connect with others, think creatively, take chances, accept failure as part of the learning process, and see the relationship between hard effort and success. As a result, we need to go through this process to figure out what talents we need to be an entrepreneur. That is why we need to learn from someone in the business world.

## 2.0 COMPANY INFORMATION

### 2.1 Background

MAAA Empire Enterprise is a business corporation for livestock, construction and transportation activities in Jempol. The founder is Muhammad Anwar Bin Abdul Aziz aged 23 years old. Mr Anwar started his business formally after graduating with a Diploma in Animal Health and Husbandry from Universiti Putra Malaysia (UPM) in the year of 2020. He started his enterprise with a starting capital of RM10000 which is his savings from childhood. MAAA Empire Enterprise's vision is to become one of the businesses that can contribute income to the national economy and can benefit the public in his field. As for mission, MAA Empire Enterprise aims to thrive in the Malaysian market by the year 2025. The idea for his business name, MAAA is from his own name (Muhammad Anwar Abdul Aziz) and Empire is for the various services that will be continued by his legacy in the future.

### 2.2 Organizational Structure

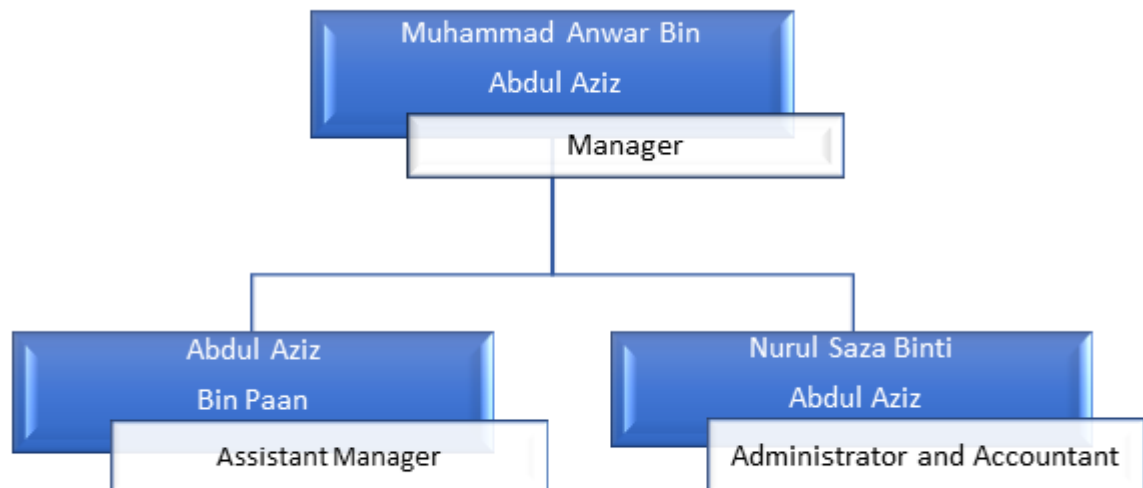


Figure 1: MAAA Empire Enterprise's organizational structure