



اَوْنِبُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

**AHLAN TIJARI ENTERPRISE
FOOD AND DRINKS COMPANY**

PREPARED BY

FACULTY & PROGRAMME:

FACULTY OF ART & DESIGN/ GRAPHIC AND DIGITAL MEDIA (AD111)

SEMESTER: SEMESTER 04

PROJECT TITLE: FOOD AND DRINKS COMPANY

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SUBMISSION DATE

23 APRIL 2020

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EXECUTIVE SUMMARY

Ahlan Tijari Enterprise is a food and drinks company. The company has two main products that are very suitable for adults, senior citizen, children and students. Their product is 100% natural goat milk without any other milk mixture, contains high protein and calcium, and no other dietary supplement including sugar makes this product very healthy and nutritious. The main problem facing the Ahlan company is that it does not receive great response from those who do not realize that the milk is very suitable and is being sold at a very reasonable price. Ahlan Tijari Enterprise also has to deal with other competitors. Other competitors prefer to set prices lower than the prices set by the Ahlan Tijari Enterprise products. However, the price set by the sales staff reflects the quality of the product.

BUSINESS DESCRIPTION



Introduction

Ahlan Tijari Enterprise is a Malaysian Bumiputera company based in Malaysia. The company produces and markets a variety of healthy dairy products, mainly based on Goat Milk. The products that have been launched and already widely available in the market are Ahlan Susu Kambing Asli (Ahlan Goat Milk Original) and Ahlan Susu Kambing Koko Plus (Ahlan Goat Milk Chocolate Plus).

Ahlan Tijari Enterprise was formed in 2016 with the objective of providing consumers more options and solutions in obtaining guaranteed quality Halal products in the market. Our vision is to become an established organization with the most preferred brands and products among consumers.

The company's mission is to supply quality healthy halal products efficiently in line with consumers need and satisfaction. The company has reached to another milestone in September 2016 where its products have been acknowledged and certified Halal by Malaysian Islamic Development Department (JAKIM).

The company is committed in the business and currently strategizing its plan to achieve another great milestone of penetrating and embarking international market in the near future.

Company Information

i) Company Background

Name of the Business	Ahlan Tijari Enterprise
Manager Name	Che Raiuduah Abdul Aziz
Business Address	Lot 2388, KM 28.5, Kampung Damai Kuang, 47000, Sg Buloh, Selangor, Malaysia
Correspondence Address	No 2, Kedai PLB, Batu 20, Kuang, 48050, Gombak, Selangor
Website	ahlansusukambing.com.my
E- mail	ahlan.susu.kambing@gmail.com
Telephone Number	018-987 4567
Business Genre	Food and Drinks
Date of Commencement	22/02/2016

ii) Products/ Services

The product is a 100% original Goat Milk without any mixture of any other kind of milk, contains high protein and calcium, as well as no other additive including Sugar which makes the product very healthy and nutritious. The products are made with high technology and vigilant handling resulting a non-goaty smell and therefore everyone can enjoy the product without hesitation.

The Goat Milk itself is imported from Holland, one of the countries that is widely known in producing great quality of milk in an organic environment, hence the premium quality of Ahlan Susu Kambing is always guaranteed.

PRODUCT DESCRIPTION	
PRODUCT/ SERVICE TYPE NAME	
PRODUCT NAME	AHLAN GOAT MILK CHOCOLATE PLUS & AHLAN GOAT MILK ORIGINAL
PRICE OF PRODUCT	RM 45-50.00
ISO/ HALAL/ KKM CERTIFICATE	HALAL, MESTI & ORGANIC MALAYSIA