



UNIVERSITI TEKNOLOGI MARA

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Lecturer	:	Madam KartiniKadir

DYNAR LEKOR

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EXECUTIVE SUMMARY

Starting with a small business, the Bukit TokBenglekorcracker company is now making its name in every corner of Malaysia. Just call it the Bukit TokBenglekorcracker, many people know it. With its authentic crackling flavor, it has captivated many fans. The building of this company has been built on a steep hill. The cracker was originally owned by two brothers, Haji NazriMohdDagang and his brother Haji NazirMohdDagang. Leading the name BTB2209, owned by the Nazri Enterprise Blessing Company, they combined energy and ideas to produce the most delicious boiled lekor crackers in the Terengganu state. The BTB is derived from the abbreviation of the village name of Bukit TokBeng village. While the selection of the number 2209, it is also a token of remembrance to their father's soul, which is of particular interest to the number 2209 especially to his vehicle plate number. These practices are constantly inherited by their children. Not only does it retain the BTB2209 name, but it also uses the 2209 number on each of their phone numbers.

INTRODUCTION

Entrepreneurship is a process of innovation and new venture creation through four major dimensions, individual, organizational, environmental and process. The entrepreneurship process is aided by collaborative networks in government, education and institutions.

Functional definition of entrepreneurs offers the following definition:

- Entrepreneurs are individuals who actively form or lead their own business and nurture them for growth and prosperity.

THE IMPORTANCE OF ENTREPRENEURSHIP TO MALAYSIAN ECONOMY

Entrepreneurship is the symbol of business steadfastness and achievement. Entrepreneurial revolution is critical to economic growth. Entrepreneurship may affect our future in many ways:

- a) Innovative creation of opportunity
- b) Example: Portable phones linked to faxes and laptop will turn cars, train, and airport terminal into offices.
- c) Entrepreneurship not only affect our lives through innovation but represent the working future for many of us due to layoffs by large organization and shrinking of job opportunities for graduates.
- d) Entrepreneurship is synonymous to creation of new venture and small businesses. SMIs have been important contributors to local economic growth.
- e) f. The entrepreneurial SMIs provide services that the large corporation has neglected or lack of economy of scale for the large corporation to serve.
- f) g. Contribution of SMIs to Malaysian Economy -
- g) In Malaysia the SMIs employed 90% of the total labor force in manufacturing sector and contributed to about 26% of total value added in the sector.

COMPANY INFORMATION

Starting with a small business, the Bukit TokBenglekorcracker company is now making its name in every corner of Malaysia. Just call it the Bukit TokBenglekorcracker, many people know it. With its authentic crackling flavor, it has captivated many fans. The building of this company has been built on a steep hill. The cracker was originally owned by two brothers, Haji NazriMohdDagang and his brother Haji NazirMohdDagang. Leading the name BTB2209, owned by the Nazri Enterprise Blessing Company, they combined energy and ideas to produce the most delicious boiled lekor crackers in the Terengganu state. The BTB is derived from the abbreviation of the village name of Bukit TokBeng village. While the selection of the number 2209, it is also a token of remembrance to their father's soul, which is of particular interest to the number 2209 especially to his vehicle plate number. These practices are constantly inherited by their children. Not only does it retain the BTB2209 name, but it also uses the 2209 number on each of their phone numbers.

Initially producing only ordinary crackers, year after year many cracker innovations were produced. In 2011, the first cracker innovation took place. The result of Mr. Rozlan's idea of Mrs. Dasimah's husband, who loved cheese, that year was the culprit of cheese crackers. In 2012, onion crackers, in 2014 crackers in lava, in 2015 crackers in black pepper cheese. Until 2016 under the company BTB Two Enterprise, there were 8 types of crackers in all. Among its products are regular razor crackers, cheese elbow crackers, lava cheese crackers, cut cheese crackers, onion cheese crackers, black pepper crackers, black pepper cheese crackers and even boiled vaccum crackers. Vaccine crackers are crackers taken from the Nazri Enterprise Enterprise thanks to the company. The crackers will be packaged back together with the sauce sauce. The goal is to make it easier for customers who want to travel using air conditioners.

TokBeng's crackers target sales of RM3 million a year

Thanks to NazriNazir Enterprise, a famous cracker manufacturer in Bukit TokBeng here, is targeting annual sales of RM3 million by 2016 compared to around RM1.8 million today. Owner MohdNazirMohdDagang said the average monthly sales were around RM150,000 or RM5,000 a day and doubled during the school holidays.

"Our advantage in addition to using family heritage recipes, crackers are cooked with firewood to maintain their authenticity and give the unique scent of our products crackers," he said here.

Currently, the company employs 50 workers in the local population, processing 500 to 1,000 pounds of fish daily to produce quality crackers.

Starting operations on May 5, 2005, the company is well known for crackers not only because of its versatility but also because customers have to take a turn to buy their traditional Terengganu food.

MohdNazir said the idea came after pitying customers, especially pregnant women, elderly people and children who had to wait a long time to buy crackers.

"So, once they have taken their turn and booked their reservation, they are free to go anywhere as we have booked and this is a way that many customers and tourists love because it is more practical and systematic," he said.

MohdNazir said over the past three years he had introduced flavored crackers, which were cheese, black pepper and onion along with cheese in an effort to satisfy customers' tastes.

With the Malaysian Islamic Development Department's halal certificate and cleanliness recognized by the Terengganu Health Department, the company will become a regional tourism icon."This is still in the early stages of discussions with the state government," he said. For future plans, MohdNazir said he intends to go a step further in the frozen food industry to expand his cracker market. – BERNAMA

MAIN ISSUES PROBLEMS

1. Not friendly staff, DynarLekor's staff must have a good attitude for the customer.
2. Bad workers' services, should choose the better personalities staff.

COMPANY ANALYSIS

STRENGTH <ul style="list-style-type: none"> • Strategic location • Clean and comfortable environment • Have drive-thru 	WEAKNESS <ul style="list-style-type: none"> • Bad workers' attitude • Staff not friendly
OPPORTUNITY <ul style="list-style-type: none"> • Open the franchise in other countries • Choose the good personalities staff 	THREAT <ul style="list-style-type: none"> • KerepokLekorLosong • KerepokLekorTokMolor

Suggestions on appropriate solutions.

1. Staff should be more friendly towards customer, so customer will feel appreciated.
2. Staff should divide personal and works matter.