



Faculty of Computer and Mathematical Sciences

UNIVERSITI TEKNOLOGI MARA KELANTAN

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ENT 300

INDIVIDUAL CASE STUDY:
(RAMLY – DATO' DR. HJ. RAMLY BIN MOKNI)

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1.0 EXECUTIVE SUMMARY

Ramly Burger was one of Malaysia's local brand franchises, founded by a husband and wife, Dato Dr. Haji. Ramly bin Mokni and Datin Hajiah Shala Bint Abdul Manap. I chose Dato' Dr. Haji Ramly bin Mokni because I appreciated my efforts to get his company from a small business to a profitable local Malaysian franchise. The company was started in 1979 at Lorong Haji Hussin in Kuala Lumpur, once a small business.

The company was founded by Dato' Dr. Hj. Ramly bin Mokni in 1984, with the aim of developing clean and good-quality halal western fast-food chain in Malaysia. Ramly started a business selling burgers with his wife from street food stalls in 1979. While working as a butcher in a market, he discovered that it is unknown whether most fresh-meat sources were halal or not, leading to Dato' Dr. Hj. Ramly's decision to produce a halal-certified meat source for all Muslim consumers in Malaysia. I chose Dato' Dr. Hj. Ramly bin Mokni as my business case study because I'm appreciated my hard works and efforts get to know about his company where is from a small business to a profitable local Malaysia franchise. As I mentioned earlier, this company was started in 1979 and it was started from a small shop that operates only from a small mobile kiosk and was established in 1984 on a platform for the development of Halal, Hygienic and good quality.

The Ramly Food Processing Sdn. Bhd or formerly known as Perusahaan Burger Ramly Mokni Sdn. Bhd was the most popular patty which is street burger that called as Burger Ramly. As of 25th August 2015, the company has invested around MYR1 billion to build a factory in the Halal Hub Industrial Park, Indah Island, Selangor, with MYR2 billion revenue target once its factory opens in the latter half of 2017.

2.0 INTRODUCTION

2.1 Entrepreneur Profile



Name	Dato' Dr. Hj. Ramly bin Mokni
Age	66 years old
Gender	Male
Place Of Birth	Tanjung Piandang, Parit Buntar, Perak
Nationality	Bumiputera
Race	Malay
Wife	Datin Hjh. Shala Siah binti Abdul Manap
Start Business	1984
Achievements	<ol style="list-style-type: none">1. Medal of Merit from His Majesty Sultan Sharafuddin Idris Shah Al Haj ibni Almarhum Sultan Salahuddin Abdul Aziz Al Haj (2009)2. DPMM Innovative Entrepreneur Award (2008)3. Best Project Award (1982)4. Development Client Award (1984)5. Anugerah Usahawan Jaya (1992)6. Best Annual Supplier (2010)



Founders

Dato Dr. Hj. Ramly Mokni and his wife Datin Hjh. Shala Siah Abdul Manap, started the company from humble beginning into one of the most respected and market leader of Halal quality frozen products in the country.



Board of Directors

From left. **En. Mohd Zaharin bin Dato Dr. Hj. Ramly** (Director), **Datin Hjh. Shala Siah bt Abdul Manap** (Executive Director), **Dato Dr. Hj. Ramly bin Mokni** (Managing Director), **Pn. Siti Hayu bt Dato Dr. Hj. Ramly** (Director)