



اُنْبُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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EXECUTIVE SUMMARY

SUDEE is the brand name of World Prominence Sdn. Bhd. It is a business that produces ready-to-cook spices premixes. Besides that, it is a local product that produce high quality, Halal, and safe spices. Sudee is stand for Simple, Unique, Diverse, Excellent and Extraordinary. This product helps to lighten the burden of those who work in the affairs of daily cooking because all the products are already cooked. In addition, it only takes a little time to cook and for those who do not have the ability in cooking, the product produced is suitable for them.

For their business and marketing strategy, they produce food products that everyone can try and purchase no matter what race or religion. They also produce products based on the current trends such as Korean foods. Nowadays, Korean foods is the most famous foods that everyone want to try. The products that they produce are “Japchae” means glass noodle, “Dakgangjeong” means sweet and spicy chicken, “Bulgogi” means stir-fried beef and “Kimchi Jigae” means kimchi stew. Other than that, for their marketing strategy, they involve in domestic and export market. For domestic market, they provide a win-win business partnership with present industrial customers, produce creative and innovative products with added-value features for retail business and in order to increase their sales, they also strengthen digital marketing team with an adequate knowledge and marketing materials. Moreover, for the export market, they want to make a collaboration with HORECA (abbreviation of Hotel, Restaurant, Café) in Saudi Arabia.

Next, for their operational strategy, they have taken proactive step in filing up new important key departments as well as strengthening the existing departments while the supporting management staff were trained on quality management system, entrepreneurship and operating systems and tools. For the top management, they have a constant strategy which is fort folio of responsibilities.

Furthermore, for their financial achievements we will see on their net sales, from 2015 to 2017 were decreased but it increased back in 2018 and decreased back in 2019. In 2015, Sudee achieved RM2,574 for their net sales. In 2016, they achieved RM2,528 and have a decrement of RM706 in 2017. Therefore, in 2018, their sales increase to RM1,985 and experienced a decrement in 2019 of RM79. Even so, they have their good profit-maintenance plan to ensure that their business growth and achieve the targets in the future.

Lastly, in their financial achievements, it includes with their operating profit, profit before tax and net profit of World Prominence Sdn. Bhd.

1. INTRODUCTION

1.1 Background of the Study

Principles of Entrepreneurship (ENT530) is an elective study required of all UITM Bachelor's level students. Entrepreneurship education is defined as a set of formal teachings that exposes, trains, and educates anybody who are interested in contributing to economic and social development through program that promotes entrepreneurship knowledge, entrepreneurial development, as well as small business development (TVETipedia Glossary, 2012).

By learning this subject, we will be able to understand the fundamentals of business as well as all the aspects that must be present in a business, such as the challenges that must be overcome, opportunities that can be realised, and the strengths and weaknesses of the business itself including value generation, opportunity identification, creativity, and so on. It is also will give an advantage to those who are interested in opening a new business. This is because, this course teaches on how to develop distinctive capabilities and think critically. It also creates opportunities and helps the economy. This subject is suitable for students who want to create a business, or work in an existing business or company. Students who understand and have interested to be an entrepreneurship will gain confidence and may attempt to start their own business.

One of the assessments in this subject is doing a case study. We are required to conduct an interview with any business or company in this case study. We as students will learn about the background of the business or company, as well as the problems that the business or company is facing through conducting this interview. We will analyse the issues and come up with a solution to solve it. This is because, students should be exposed to how a business or company operates by doing this case study.

To begin a case study, we conducted an interview with World Prominence Sdn. Bhd. (WPSB) where they produce Sudee branded food products. We try to gather as much information as possible about their business including the background and organizational chart of the company, the products they produce, including the strengths, weaknesses, opportunities and even threats faced by the company. With all the information that we obtained, we can make a SWOT analysis of the company and can find the main causes or problems that company faced and find a solution to each problem.