

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**CASE STUDY**



**“FIVE STAR SUGARCANE”**

**COMPANY ANALYSIS**

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**PROJECT TITLE : COMPANY ANALYSIS (FIVE STAR SUGARCANE)**

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## **EXECUTIVE SUMMARY**

### **FIVE STAR SUGARCANE**

Five Star Sugarcane offers delicious sugarcane that homemade, its suitable for any citizen. Sugarcane that cold can be feel when customer drink while in a summer. Five Star Sugarcae also ensure that customer drink high quality of sugarcane.

Five Star Sugarcane is headquartered in the Simpang Durian, Jelebu, Negeri Sembilan. The company is owned by Mr. Nasrudin Bin Musa. Mr. Nasrudin Bin Musa has worked in this industry since 2021.

Their client are mostly reseller who resell drinking sugarcane and also hire an agent to burst their business to the entire country. Not only that, Five Star Sugarcane also sell frozen sugarcane, where the sugarcane water will be put in 1.5 litre and 500ml bottles according to order and placed in barrel filled with ice for 2 hours to maintain the freshness of sugarcane water before being put in the freezer for the freezing process.

Also, to maintain the quality of sugarcane, this company will recheck the peeled sugarcane to ensure that the process of sugarcane is free from the threat of pests or sour sugarcane.

## **1. INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

This case study is an assignment to show the basic business plan. By doing this study, it managed to show the real-life situations of business. The case study can be applied what we have learned in class as a real-life example to build up the business. Through a case study, we can improve communication, enhance teamwork, improve problem solving and decision-making skills.

The study is on Five Star Sugarcane products that sell different grades of sugarcane and a bottle of sugarcane, also a supplier that related to plant sugarcane. The sugarcane has been chosen because it has professional skills in handling the business. The focus of this project we want to know the problem of handling the sugarcane business which was the raw material, after a couple of hours we interviewed the owner, and we identify the weaknesses that are manpower shortage and lack of availability of basic resources.

One of the worker in this business, Sir Muhd Shahrul as a Farmer Management has shared with us the information background, organizational structure, financial achievement, the company's S.W.O.T., and the Business Modal Canvas. Next, we provide what we have studied such as the way to improve and handle the problem in this business field.

## 1.2 PROBLEM STATEMENT

As we live in this pandemic era, not only its affected to human body, it also affected business industry. Therefore, marketer or seller and people who are affected in this industry had to accept and faced the new platform to promote or continue selling the product. The channel such as social media platform are the way to overcome the problem to grow up the business and using the new technology that suitable in this era.

The effect of business while this pandemic happen, no one can expect this situation would be effected the business and were to panic to solve the problem in the short term. Then, in our opinion, the way to prevent this problem appear, manager has the role to add skills and expert about way to overcome and solve the problem. A few challenges that we ask the marketing manager is where :

1. Lack of supply raw sugarcane

Being company who selling raw or fruits that sensitive, we must know the way in handling the problems. Contact many supplier would be the way to overcome lack of supplier in raw sugarcane.

2. Lack of manpower

A small size business might have enough manpower to proceed the business smoothly. The business also need to find the right people to work as employee in the business to be successful further.

3. Facility to carry out the bottling process

In this challenge, the facility to carry out the bottling process might be hard. It because the cost is to high, especially to the small business. So that, they must make a rental to the machine that produce for the bottling process.

### 1.3 PURPOSE OF STUDY

Case studies is a process or record of research into the development of a particular person, group, or situation over a period of time. Case study in business uses is to show the services and product that been provide by the company towards customer. The first thing first, business case study should tell about the business and the product. They explained how the products and services can be used. Without this case studies, the business could not explain what they do in this business and customer will do not understand what are they want to tell.

A case study will bring the product in people's culture. In one paper, if we create something on it and explaining what did we do. Not only that, if adding some exciting stories might be stuck in people's brain with an attraction that make people remember the story line.

This case study also focused on the customer perceptions. Not only talk about what we have, we must ask customer what they have and what did they want for our product. We need to say what is the process of the product and also the finishing to customer. Before proceed, many business make a mistake in talking about their product too much until they don't want to listen the opinion from consumer to improve their product services.

Next, case studies also show how the product works successfully. More opinion from customer, therefore there are more people will talk about our successful products really works. Finally, it can be proven that the business are able to publish on what it can do that based on the stories that business telling. Doing case studies can give company to achieve successful way base on people using the product and satisfies with the product and services.

## 2.COMPANY INFORMATION



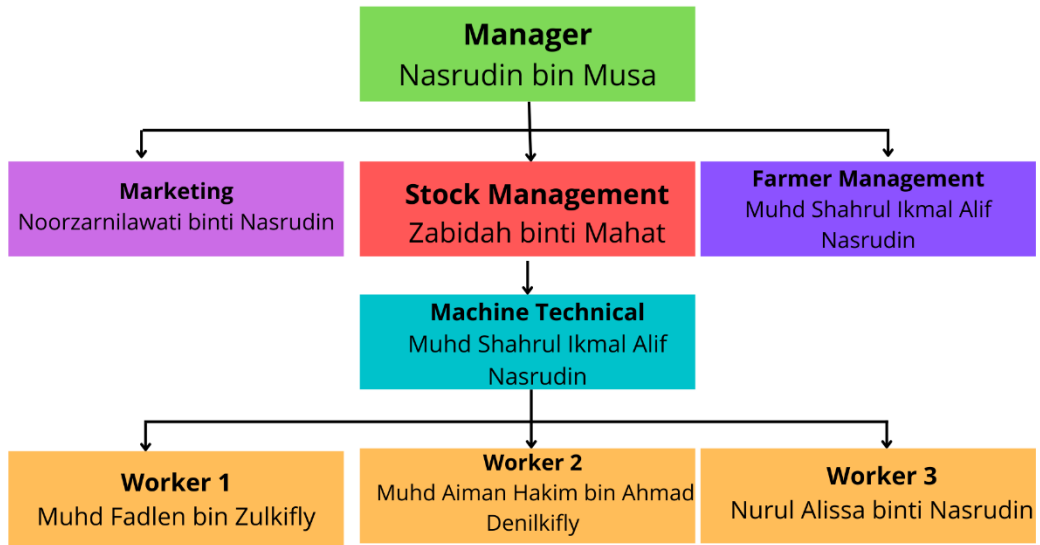
### 2.1 Background

Company Name	FIVE STAR SUGARCANE ENTERPRISE
Address	NO 34 KAMPUNG JERANG, SIMPANG DURIAN, 72400 JELEBU, NEGERI SEMBILAN
Main activity	Buyer, suppliers and wholesalers related to crops and sales of sugarcane
Business Commencement	31 March 2021
Registration detail	NS0252778-P
Email	<a href="mailto:fivestarsugarcanejelebu@gmail.com">fivestarsugarcanejelebu@gmail.com</a>
Instagram	fivestar_sugarcane
Vision	The company wants to further expand its business branches by diversifying sugarcane juices and services to build strength of the achievement reputation. it also will ensure the services and supplies provided are more guaranteed and high quality to customers



Mission	<ul style="list-style-type: none"><li>- focusing on providing good quality of products</li><li>- skilled workers</li><li>- highly disciplined</li><li>- efficient and productive in the production of products to ensure a guaranteed and high-quality supply that can satisfy all customers</li></ul>
Objectives	<ul style="list-style-type: none"><li>- always beware raw material are enough</li><li>- good quality of suppliers and ensure that the services provided by the company are high quality</li><li>- meet the time period set in line with requirements of customers and users.</li></ul>

## 2.2 ORGANIZATIONAL STRUCTURE



## 2.3 PRODUCT

Five Star Sugarcane only sell sugarcane itself. The price is only RM 5 for 1 bottle of juice sugarcane.

MENU	PRICE (RM)
Bottle of sugarcane (500ml)	5.00
Bottle of Sugarcane (1.5litre)	10.00
Grade A Sugarcane	40.00 / 10 stick
Grade B Sugarcane	25.00 / 10 stick
Grade C Sugarcane	From 15.00 (12-14 sticks)

## **2.4. BUSINESS, MARKETING, OPERATIONAL STRATEGY**

### **I. Business Strategy**

- 1) Cost reduction strategies are to expand the margin through enhancements of production efficiency, controlling material expenses, reduce wastage and distribution costs. For example, Five Star Sugarcane owns farm crops, uses machine power, and local labour to increase margins through product production demand.
  
- 2) Competitive strategies to increase value.
  - a) Improving the quality of services with the development of production/operations and marketing systems.
  
  - b) Ensure an efficient production and sales system for all traders so as not to bear product risk.
  
  - c) Ensure that the supply of products is always sufficient according to customer demand and arrives on time.

### **II. Marketing Strategy**

- 1) Product
  - a) Make R&D of sugarcane products in terms of quality and taste.
  
  - b) Make improvements in terms of branding.
  
  - c) Improving the quality, methods and techniques of packaging.
  
- 2) Price
  - a) Sales promotion with a low introductory price.
  
  - b) Make discount conditions for customers who buy in bulk.
  
  - c) Provide discounted shipping prices to customers who buy in bulk.
  
- 3) Place
  - a) Place to produce the product is comfortable, airy and orderly place.
  
  - b) Choice of the strategic location to promote business and install banner.
  
  - c) Develop an industrial system at the place of production of products.

- 4) Promotion
  - a) Maximize online sales, print media, and electronics.
  - b) Involved in any Ramadan bazaar, night market and so on.
  - c) Create a separate sales position with other businesses.
  - d) Make things interesting like discounts on bulk purchases.
  - e) Use social media platforms for promotional strategies such as book covers, Instagram and TikTok.

### **III. Operational Strategy**

The operational strategy entails refining and specifying a company's business strategy, as well as developing strategic initiatives and operational plans, with the goal of enabling our clients to successfully implement the overall business strategy.

The operating process for Five Star Sugarcane Enterprise used for raw sugarcane products is to ensure customer orders in advance. Once the order is completed, the relevant party will inform the farmworkers to carry out the process of felling and binding the sugarcane according to the grade ordered. Sugarcane that is ready to be tied will be placed in a safe place and away from the threat of pests. This is to ensure that raw sugarcane will reach customers in good condition and quality.

The operating process used for frozen sugarcane drinks manufacturing products is to ensure all the orders from agents or buyers are true in advance. This is because the process requires a relatively long time to peel the sugarcane skin, squeeze and package. Upon receipt of the order, the labour will cut the sugarcane on the farm and take it to the processor store to remove the sugarcane skin. The peeled sugarcane is then re-checked to ensure that the processed sugarcane is free from the threat of pests or sour sugarcane. The checked sugarcane is then squeezed using a machine and put into a water storage bin. Sugarcane water will be put into 1.5 litre and 500ml bottles according to order and placed in a barrel filled with ice for 2 hours to maintain the freshness of sugarcane water before being put in the freezer for the freezing process. Once the sugarcane juice is frozen, these orders will be sent to the business location and some even come to the store to pick them up.

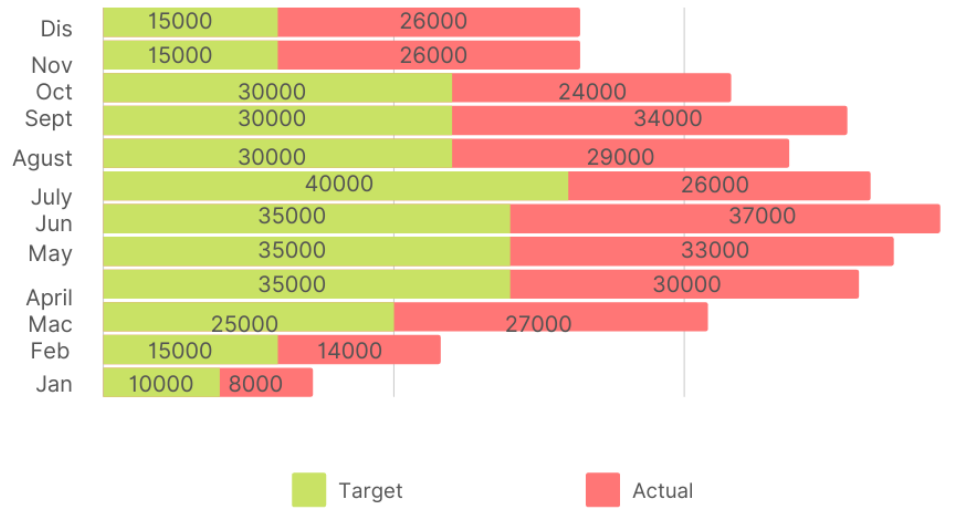
## **2.5. FINANCIAL ACHUEVEMENT**

For 2 years, Five Star Sugarcane only operated secretly at home or on business sites. They do not have a store and a local authority license. They just send the product to the grocery store and each store is given a commission. In 2020, Five Star Sugarcane has opened a shop at business site at No.10 Simpang Durian Jelebu District Council, Negeri Sembilan Darul Khusus. For several months in business, they suffered misfortune when the country was shocked by the Covid19 pandemic. Since then, they have tried to leverage the business by building step by step so that they continue to rise.

As for the raw sugarcane business, Five Star Sugarcane has been operating on farms or in designated stores. Raw sugarcane will be sent to factories and hawkers according to orders. They will set a cutting schedule for the cultivators so that the quantity of sugarcane ordered is sufficient. Not only that, they also value the quality aspect of each garden. In 2020, Five Star sugarcane has launched and developed a sugarcane cultivation project in Kampung Jerang with a land area of 5 acres. This project is implemented to ensure an adequate supply of sugarcane raw materials. The project received a good response from various agencies, especially the Jelebu district agriculture office. However, they have to wait for 8 months to ensure that the sugarcane is mature and of good quality before being harvested. By March 2021, their sugarcane yields have matured sufficiently according to the set standards. But, this sugarcane is only marketed to sugarcane factories around Johor and hawkers in small quantities although profitable but less encouraging. This is because, by 2021, many sectors of the economy have been blocked by the government as a result of the Covid19 pandemic. Since then, they have tried to leverage the business by building step by step to keep it rising. Among the measures implemented is to process sugarcane juice frozen and sold online and cash on delivery.

## SALES TREND

### Total Sale 2021



## FIVE STAR SUGARCANE'S FINANCIAL STATEMENT

### Statement of profit or loss for the year ended 31 December 2021

Sales	RM 40,000		RM 40,000
(-) Return Inwards	-		- RM 150
(-) Return Allowed	RM 150		RM 39,850
Less (COGS)			
Opening Inventory	RM 10,000	RM 10,000	
Purchase	RM 5,000	+RM 5,000	
(-) Return Outwards	-	- RM 1,500	
(-) Discount Received	RM 1500	+ RM 350	
Carriage Inwards	RM 350		RM 13,250
(-) Closing Inventory	-		+RM 59,250
	Gross Profit		RM 53,900
Less Expenses			
Salaries (3years)	RM 4500	RM 4500	
Rental Expenses	-	+RM 1800	
Insurance Expenses	-	+RM 500	
Water & Electricity	RM 1800		RM 6,200
Asset Depreciation	RM 500		-RM 53,700
	Net Profit		RM 46,900

In 2021, the entire global economy was facing an economic crisis due to Covid19. In Malaysia, the government has stipulated that all economic activities must follow the prescribed soup. This has given a huge impact on small traders carrying out business activities. Five Star Sugarcane is also no exception to this impact when the country is hit by a pandemic. This has disrupted the business of the Five Star Sugarcane company even though the sales results are still profitable and even less encouraging.

### **3. COMPANY ANALYSIS**

#### **3.1 What is BMC?**

When we start to develop a business, we utilise the BMC (business model canvas) to depict all of the building blocks, such as a client, route to market, value proposition, and finance. There are several advantages to creating a business model canvas (BMC). The first advantage of adopting a business model canvas (BMC) is that it can be used to quickly create a roadmap. We may utilise the BMC in a few hours to jot down all of the business's details and then move them to a canvas block.

Besides, the business model canvas will also be more flexible. It is because the old plan structure, together with the documentation of the business plan, is frequently inaccurate with the business owner. Business owners will consider a business strategy for the product to be similar to a market needs document (MRD). It is excessively long and thorough, and the majority of the planning does not correspond to actual company action. They can better precisely depict the company's strategic notion by using the business model canvas.

Last but not least, business model canvas roadmaps enable business owners to pivot as needed to the business. If we use the business model canvas as a guideline for our business strategy and anything happens to compel us to re-prioritize our product, we will be in difficulties. If we have any plans to improve our business, updating the document will be easier. We'll be able to recognise the item that must be updated using a page of business model canvas (BMC) as a strategic underpinning for the business roadmap. Each block must be filled in completely and accurately by the company. Businesses must update the block on a regular basis to ensure that the business model is up to date.



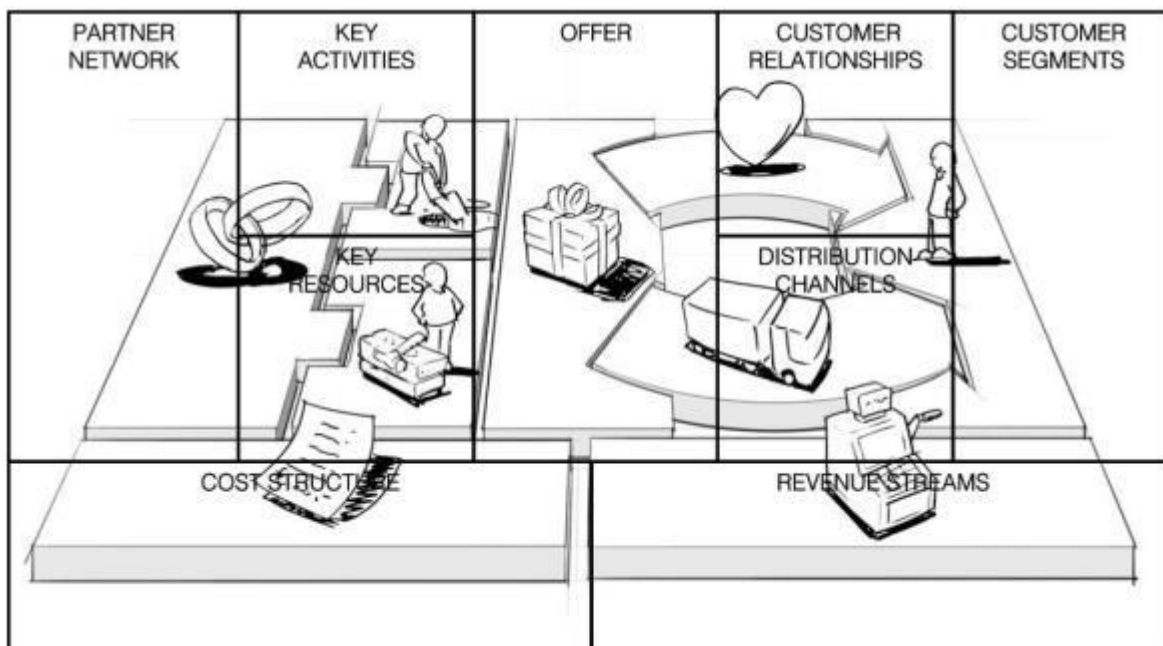


Image: BMC block designation

<u>KEY PARTNERSHIPS</u>	<u>KEY ACTIVITIES</u>	<u>VALUE PROPOSITIONS</u>	<u>CUSTOMER RELATIONSHIPS</u>	<u>CUSTOMER SEGMENTS</u>
<ul style="list-style-type: none"> <li>• Factory</li> <li>• Supplier</li> <li>• Agents</li> <li>• Restaurant owners</li> </ul>	<ul style="list-style-type: none"> <li>• Online selling</li> <li>• Onstall selling</li> <li>• Tender</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare fresh machined sugarcane juice</li> <li>• Cut the sugarcane and not saving for too long after ordered as not to spoil</li> </ul>	<ul style="list-style-type: none"> <li>• Personal</li> <li>• Corporate</li> </ul>	<ul style="list-style-type: none"> <li>• Local Community</li> <li>• Restaurant owners</li> <li>• Sugarcane drink sellers</li> <li>• Factory</li> </ul>
	<p><u>KEY RESOURCES</u></p> <ul style="list-style-type: none"> <li>• Supplier</li> <li>• Workers</li> </ul>		<p><u>CHANNELS</u></p> <ul style="list-style-type: none"> <li>• Stall</li> <li>• Instagram (fivestar_sugar cane)</li> </ul>	

<u>COST STRUCTURES</u>	<u>REVENUE STREAMS</u>
<ul style="list-style-type: none"> <li>• Salaries</li> <li>• equipment</li> </ul>	<ul style="list-style-type: none"> <li>• Sugarcane frozen bottles</li> <li>• Raw sugarcane</li> </ul>

The business model canvas (BMC) was divided into nine main scope which are customer segment, customer relationship, channels, values propositions, revenue streams, key activity, key resources, key partner and also the cost structure. All the scopes had been incorporated into Fivestar Sugarcane's operating planning. The following are some explanations for the scopes used in Fivestar Sugarcane:

1) **Customer Segments:**

- Customer segmentation is the process of grouping prospective customers into groups with comparable demands and responses to marketing campaigns. In general, there are four types of customer segmentation: demographic segmentation, which refers to the division of an audience based on observable factors such as age, gender, marital status, family size, occupation, education level, income, race, nationality, and religion. The next step is a behavioural segmentation, which refers to how customers behave. The third type of consumer segmentation is geographic segmentation, which is based on market location. Psychographic segmentation is the final segmentation. This segmentation is similar to demographic segmentation, but it focuses on the customer's mental and emotional state.
- For the Fivestar Sugarcane, their market segmentation is more to demographic segmentation. It can be observed by the BMC in which the sale of frozen sugarcane juice can be observed where traders focus on customers in the area like the whole local community, while for raw sugarcane it is focused on restaurant owners, sugarcane juice traders, and factories.

## 2) Customer Relationships

- Customer relationship is the way which the company communicates and deals with the existing customer. When a customer comes in and buys our product, the company's profit increases. We must pay attention to existing consumers in order to keep the business functioning. After-sales activity, such as following up on client satisfaction, is critical to sustaining a positive customer connection. Customers will know that we care about their pleasure with our goods if we engage in this activity.
- For Fivestar Sugarcane, the frozen sugarcane and raw sugarcane business, there are two relationships between customers, namely personal and corporate. Personally, the company will implement promotions to attract customers to buy products in bulk and become agents. Meanwhile, from the corporate side, they supply sugarcane to Singapore. They will share the best quotes to their customers and follow up on feedback from their customers.

## 3) Channels

- The term "channels marketing" refers to how we increase our sales force while maintaining a customer-centric approach. We also use channel marketing to promote our product. There are some advantages to channel marketing, such as the ability to contact clients who do not have a strong desire to buy our items. We can obtain information or feedback from our customers through the marketing channel. Customers may be closer to us in the market and positioned at a point where our consumer intentionally talks about our product in some circumstances.
- For Fivestar Sugarcane, there are two types of channels used to sell products which are they have a shop at Site No 10 of the Jelebu district council, durian junction. Another channel, they use Instagram (fivestar\_sugarcane) to promote their products. Third, they also use fumes as a booking medium for traders. This media is commonly used by corporates and daily customers.

#### **4) Value Propositions**

- Value proposition refers to the value of the product that company promises to deliver to customers. A company's overall marketing strategy includes a value proposition. A value proposition may be described as a corporate marketing statement that summarises why customers should buy a company's product or service.
- For Fivestar Sugarcane, the value proposition is to provide fresh sugarcane juice on a daily basis before it is frozen and sold. Usually, they do not keep stock for several days. As for raw sugarcane, the value proposition is to provide raw sugarcane from the farm after receiving the order before making delivery. They do not store sugarcane that has been cut for a long time because they want to avoid damage.

#### **5) Revenue Streams**

- Revenue stream is a unique way for a company to make money from the sale of goods or the provision of services. The forms of income that a firm record on its books is determined by the activities that it engages in. In general, retail enterprises' revenue accounts are more diversified than those of other businesses.
- For Fivestar sugarcane, their core revenue stream is their product which are frozen sugarcane juice and raw sugarcane.

#### **6) Key Activities**

- Key activities refer to any activities engaged in the primary purpose of making a huge profit to the company. The operation, marketing, production, problem solving, and company administration are all part of the business activity.
- For Fivestar Sugarcane, their key activities is in the product manufacturing store. This business activity is done in the store because it has all the facilities and buyers can also see for themselves the freshness of processed sugarcane juice. So, customers can go directly to the store to buy sugarcane juice and raw sugarcane. In addition, they also do online activities where they promote their

products to the public through social media platform such as facebook, instagram and whatsapp.

## **7) Key Resources**

- Key resources are a section indicating the things we need to deliver to our value proposition of the customer segment. Key resources are the internal control among the organization. Usually, key resources are working towards our company by supplying the raw material, the logistics or to deliver the finished goods to customers.
- For Fivestar Sugarcane, their key resources is the supplier. There are several categories of suppliers such as raw materials and packaging equipment. There are many individuals who are responsible for them to contact to get all the resources. Their job is to provide quality raw materials and packaging equipment to maintain good product quality.

## **8) Key Partnerships**

- Next is a key partnership. A key partnership is a relationship between our company and a third party that helps the company run efficiently. The supply chain is the most obvious example of a critical cooperation. Strategic alliances between non-competitors are examples of partnerships. Then there's the cooperative collaboration, and then there's the joint ventures or partners.
- For Fivestar Sugarcane, they are several key partnerships associated with them such as sugarcane exporting factories, suppliers, agents, and competitors. One of their partnerships is an exporting factory. This is because they often receive orders to send quality sugarcane and then shipped to the neighbouring country of Singapore. As for frozen sugarcane, their partners are agents or customers. This is because the agents who order frozen sugarcane are mostly from the restaurant and stall traders. This partnership can increase their momentum and enthusiasm.

## 9) Cost structure

- There are two types of cost structure which are the fix and variable cost structure. Both architectures have their own set of advantages due to scope economies. Employees, infrastructure, costs associated with all activities, and sourcing through the key relationship are all part of the cost structure. The cost structure is commonly used to anticipate business growth over the next three years.
- For Fivestar Sugarcane, there are two types of cost structure which are usually to predict operating expenses and overhead. The main cost of the business is for raw materials and equipment such as packaging to produce quality products to customers.

## 4. FINDING AND DISCUSSION

### 4.1 Finding

Our case study focuses on a sole proprietorship based in Kampung Jerang, Simpang Durian in Jelebu, Negeri Sembilan. Five Star Sugarcane mainly sells sugar cane drinks. As with any other business, a few issues arise as the company continues to operate. This business faces the issues listed below.

#### 1. **MANPOWER SHORTAGE**

Since the opening of the store, the administration has struggled to find a sufficient number of workers for its production interaction. Due to a lack of manpower in sugarcane production, this problem affects the quantity of goods shipped. Nonetheless, the issue can be resolved as described below:

##### a) **Hire a part timer**

Find part-time workers if cannot find full-time personnel. There may be numerous reasons why qualified applicants choose part-time employment. The requirement for parents to provide child care is frequently highlighted as a contributing to the labour shortage. Many of these parents may be able to accommodate remote part-time job if given the option. The same would apply to individuals who already have employment and are willing to take on additional responsibilities. The same holds true for temporary labour. Considering this possibility can expand the target labour pool. Candidates may prefer temporary employment for a variety of reasons. This method can be facilitated by agencies who specialise in placing temporary personnel. The disadvantage, however, is that temporary workers turn over more frequently, necessitating further training and retraining of personnel. This is extremely challenging to implement in knowledge-intensive sectors.

##### b) **Offer financial incentives**

When competition for workers is intense, it is logical to offer greater compensation to attract new worker. However, not all businesses can afford to pay significantly higher rates. Other sorts of bonuses and benefits can be less expensive than wage hikes while still attracting new employees. Consider providing limited-time bonuses to new hires, relocation bonuses to remote workers willing to relocate, and performance bonuses to your top performers. Encourage more people to attend interviews by providing little incentives such as lottery entries and coupons.

## **2. LACK OF AVAILABILITY OF BASIC RESOURCES**

### **a) Improve supplier collaboration**

There are numerous reasons why effective communication with suppliers is essential. Having a positive relationship with suppliers can facilitate mutually beneficial collaboration. A supplier may agree to store their own finished items until their customers require them. If a provider maintains a certain quantity of safety stock, they can safeguard themselves and their clients against bigger fluctuations in demand. Alternatively, if the supplier only produces the goods when it is bought, they may not be able to fulfil the buyer's order in time during periods of high demand.

### **b) Plan ahead**

The entire supply chain has been disrupted, transportation costs are rising, and the availability of raw materials is at an all-time low. The supply chain is strained because demand exceeds supply. The upshot is inflation, with the customer absorbing the cost. Plan ahead by analysing your supply levels, sales, and inventories. Planning is the most effective business technique. A successful delivery requires intelligent production and logistics. Planning requires more than a well-written purchase order or well-selected provider. A business can afford to rely on its contracted suppliers. The environment necessitates that managers comprehend their own businesses and make judgments properly.



## **4.2 Discussion/ Recommendation**

### **1. MANPOWER SHORTAGE**

The best solution to solve this issue is to hire a part-timer. Rather than offer financial incentives, it can build a better work-life balance and receive fewer responsibilities with part-time employment. You're working less, so can enjoy the business without carrying it all day. Because not being assigned the same level of responsibility, part-time employment can alleviate stress. Employing someone on a part-time basis enables one to obtain the necessary experience for the business without exceeding the budget. Part-time employees can help respond to and manage fluctuations in peak demand. For instance, the management can employ more workers during peak hours and prolong your operation hours by employing part-time staff in the evenings and on weekends. It is the best option for this company's manpower shortage problem.

### **2. LACK OF AVAILABILITY OF BASIC RESOURCES**

To fix the issue of lack of availability of basic resources, the management should improve supplier collaboration. To successfully adopt and execute supplier collaboration, the management must effectively communicate with a shared understanding and clear objectives, and their relationships must be founded on trust. Earning their trust by talking to them openly, listening to their concerns, and including them in your processes will make them an important part of your supply chain. Companies that understand how to inspire supplier collaboration and manage their relationships accordingly are considerably more accountable to one another and reap greater benefits than those that do not. Participating in supplier collaboration can increase business performance, customer satisfaction, market share, and revenue while fostering strong relationships with supply chain partners. Collaboration between suppliers can also give all trading partners in a supply chain the competitive edge they need to grow and prosper.

## **5. CONCLUSION**

This study shown that what is the business doing in the real life. The situation from what we had expected are different. It also shown how small business works and survived in this pandemic COVID-19 when there is lack of manpower, facility and strategies marketing. There is a huge impact in the small business.

An organization can make an initiative to have the backup plan to success in the future with the global or natural issue. Company managers has the role to make sure they will be creative on handling the problem and skills to overcome problems that will come in the next issue. Hopefully, micro business companies in Malaysia are tough to handling the problem and improve the skill and be creative in many ways to keep business in the safe and success situation in the future.

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## 7. APPENDICES



Appendix 1: Five Star Sugarcane Instagram



Appendix 2: Sugarcane Farm



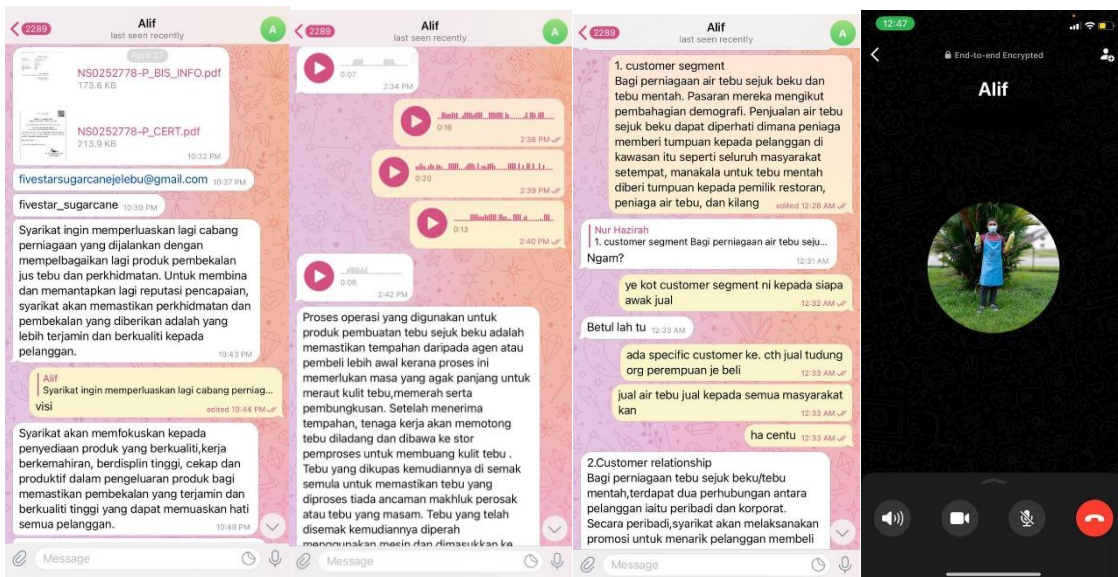
Appendix 3: Five Star Sugarcane Stall



Appendix 4: Five Star Sugarcane bottle product



Appendix 5: Five Star Sugarcane raw sugarcane product



Appendix 6: Interview conversation and call thru Telegram