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UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: BMC COMPANY ANALYSIS
“SAMBAL NYET BY KHAIRUL AMING”

PRINCIPLES OF ENTREPRENEUSHIP (ENT530): BMC CASE STUDY

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EXECUTIVE SUMMARY

Khairul Aming's second Kota Bharu facility makes 1,000,000 Sambal Nyet Berapi bottles, earning RM 14 million. Khairul Aming's Sambal Nyet Berapi motivates young Malaysians. CEO Khairul Aming employs managers, supervisors, and producers. Famous Malaysian businessman and social media influencer Khairul Aming created Sambal Nyet Berapi, a five-month-old ready-to-eat food. He created it for hot, ready-to-eat meals. Refilled everyday online only. Khairul Aming's "Sambal Nyet Berapi" has a commercial, marketing, and operational strategy to run successfully. Product design helps busy people cook. Khairul Aming bought two new machines to increase output and built a same-day delivery system. He established another Kelantan producing factory. Rasapop Sdn Bhd offers only Sambal Nyet Berapi.

This deficiency may dull people and make them unable to handle spice. The largest loss is Khairul Amin's inability to meet customers in the eye and communicate his things' value. Sambal Nyet Berapi sells online, which may impact in-store sales. Sambal Nyet Berapi's glass packaging is brittle. Glass jars reduce chemical reactions, so the finished product preserves strength, taste, aroma, and flavor. Khairul Aming should prepare spicier sambals like hijau, ikan bilis, paru, and hitam. Customers should choose from three sambal spiciness levels. A kiosk or pop-up booth would increase revenue and attract new customers. Then, he should evaluate the product market and seek customer feedback. Pop-up stores can speed up transit. They lower product quality and company control. Plastic packaging costs less, lasts longer, and protects products better than glass jars.

Finally, packaging that is practical and cost-effective for both food and non-food goods is available in the form of zip lock bags because its affordable and reusable. It protects against spoiling and lengthens the product's shelf life. Customers can see that zip lock containers contain food that can be consumed. The most essential components include see-through zipper bags, trial packs, a variety of flavour profiles and degrees of spiciness, and a more affordable trial pack. The addition of flavours can improve flavour profiles as well as sensory aspects, which can lead to an increase in sales and customer loyalty.

1.0 INTRODUCTION

1.1 Background of the Study

The term "food industry" refers to a complex global industry that is made up of many small and big businesses that produce, process, supply, and distribute food items. In contrast to many other industries, the food industry is very dispersed and less well-coordinated. This is because various parties have very different roles in the industrial setting.

In this case study, students are required to select any company or business in order to identify any significant issues the company or organization is facing. The students should then evaluate the situation and offer a solution to any problems that may have developed.

We decided to choose Sambal Nyet Berapi by Khairul Amin as our main topic for the case study since it is related with the food industry. As a result of going through this case study, we will have a much better understanding of how businesses operate. We are interested in learning how to find solutions to problems may benefit greatly from using this case study as an instructional tool.

1.2 Purpose of Case Study

The focus of entrepreneurship is on acquiring the expertise, skills, and understanding necessary to generate an innovative and creative idea. As is well-known, entrepreneurs have a desire to start a business with innovation, such as offering the highest quality product at the lowest possible price, so that customers can save money and obtain the best product. This is the most effective means of boosting a country's economy. However, entrepreneurial success in a variety of contexts is difficult to achieve.

There are numerous issues that need to be addressed and many decisions that must be made. This is one of the reasons for conducting this case study. The objective of this study is to educate students with potential business problems and to teach them how to effectively handle and resolve them. By completing this case study, students can generate fresh concepts

for future business enhancements. This is very beneficial for us as students, as we need to consider how to enhance business in terms of operations, sales, and marketing. In addition, the purpose of this case study may be to encourage students to acquire the skills necessary to become entrepreneurs.

Today, there are fewer employment opportunities for everyone. As is well known, the rate of unemployment in our country is rising steadily. By becoming entrepreneurs, we can create job opportunities for others and boost the economy of our country. This is why some educational institutions and the government have encouraged individuals to pursue business opportunities. Furthermore, entrepreneur education helps students develop self-discipline, given that entrepreneurship involves dangerous calculations. People who have already participated in this type of training are able to recognize and identify opportunities and encourage the development of organization management. Entrepreneurs create not only wealth, but also employment and the conditions for society to thrive.

Future events are uncertain. In the future, it may be very difficult to locate employment opportunities. Therefore, we require the ability to create our own path. Future labor market and economic conditions cannot be predicted. Therefore, we do not know what we must do in order to be successful after we graduate. To be successful, we must seek out problem-solving opportunities, empathize with others, think creatively, take risks, embrace failure as part of the learning process, and understand the relationship between effort and achievement. This is why it is essential for us to conduct this study to determine what skills are required to be an entrepreneur.

2.0 COMPANY INFORMATION

2.1 Background of The Company

Khairul Aming, a food influencer, has announced the opening of his second factory in Kota Bharu. The 30-year-old entrepreneur made the news through video and explained the success of his first factory, which produced his fiery ready-to-eat sambal paste known as Sambal Nyet Berapi. The factory was constructed from the ground up by the Kota Bharu local, whose real name is Khairul Amin Kamarulzaman. However, his crew has grown to fifty workers over the months, and his team started with 200 bottles per day. Now they can cook up to 5,000 bottles per day. According to Khairul, the factory produced 1,000,000 bottles of Sambal Nyet Berapi, resulting in an RM 14 million profit. Khairul also intends to launch a new product with the help of the new factory. Khairul Aming, a celebrity chef and local entrepreneur, is well-known for many things. From his Ramadan cooking series to his popular Sambal Nyet.

Khairul introduced his sambal paste in early January 2021, selling 10,000 bottles online. He recalled how packing 10,000 bottles took ten days. Due to limitations in space, he had to rent another lot to pack his product for the launch. According to Khairul, he sold 540,000 bottles between January 6, 2021 and January 6, 2022, for a total of RM 7.5 million in profit. Khairul produced the sambal paste recipe by trial and error. The paste's key ingredients include shallots, chilli, garlic, cooking oil, sugar, salt, flavoured pepper, and MSG. The bottle contains 180 grammes of sambal in total. Khairul thanked his followers for their support of Sambal Nyet Berapi from the beginning. At the beginning of his Instagram, he only had about 800 followers. When he began publishing recipes and cooking tips, his followers increased. He now has 3.7 million Instagram followers alone. The number of views on his video easily exceeds one million.

Sambal Nyet Berapi was a popular food product, and this is Khairul Aming's first business after 5 years as a social media artist since 2016. He is continually applying his creative abilities to make dishes look delicious and unique. Even though his dishes appear unique and distinct from those of other professional chefs, they appear to be delicious. The objective of Sambal Nyet Berapi is to make cooking meals easier for busy people. It can also be used as a side dish with a variety of dishes. For example, if someone has rice and fried chicken, adding

Sambal Nyet Berapi will make an excellent meal for a workaholic. Sambal Nyet Berapi is a limited product because it is always sold out within 1 hour of being offered on shopee. Sambal Nyet Berapi is a spicy dish that is acceptable for adults and teenagers. Khairul Aming has inspired many young Malaysians to keep struggling for their dreams and to never give up no matter the challenges they face.

2.2 Organizational Structure



2.3 Product or Services



Figure 1: Sambal Nyet Berapi

Sambal Nyet Berapi is one of the newly formed ready-to-eat food products in Malaysia's food business. Khairul Aming, a well-known businessman and social media influencer from Malaysia, started it. Sambal Nyet is a dipping sauce or chilli paste that goes well with a variety of Malaysian dishes, including fried chicken (known as ayam gepuk in Malaysia), Fried Rice, Nasi Lemak, and many others. This product that was created and managed by Khairul Aming can last up to five months.

After nearly five years of success on social media, Khairul Aming launched his first business on his own. When the product was established in January 2021, he made his first sales using the Shopee e-commerce platform. He created the product with the intention of satisfying consumers' cravings for spicy, ready-to-eat foods. Consumers can purchase a jar of Sambal Nyet Berapi anywhere they go and consume it while on the go especially when going to travel. The product is only accessible online because Shopee makes it simple for customers to access it. Due to high demand, the product will be restocked daily by schedule and ship out on the same day of purchase.

2.4 Business, marketing, operational strategy

2.4.1 Business Strategy

A company's business strategy attracts consumers, competes well, improves performance, and achieves goals. To achieve results, it specifies operations. Thus, a corporate plan defines the company's goals. It is also acknowledged as an effective instrument for assisting organisations in reaching their objectives by identifying the methods and tactics required, as is the case with Sambal Nyet by Khairul Aming, which has implemented a few business strategies to ensure the smooth operation of its business.

- **Objectives**

Sambal Nyet's goal is to make cooking meals easier for busy people. Sambal Nyet owner, Khairul Aming, claims that it is versatile enough to be served as a side dish alongside a range of other main courses. For instance, a supper for a workaholic may be made by mixing Sambal Nyet Berapi with rice and fried chicken. This will provide a delicious dish.

- **Branding**

The "sambal" is packaged in a glass container for preservation purposes. Khairul Aming selected a glass bottle as his shield to safeguard his "sambal" through trial and error in order to determine the optimal option. Moreover, product design is crucial to the success of any business because it reflects the qualities, features, and performance of the products that consumers desire. Khairul Aming chose to design the logo for "Sambal Nyet Berapi" on his own because attracting consumers to the product is the top priority for any businessperson.

2.4.2 Marketing Strategy

A company's marketing strategy is a long-term plan to meet consumers' needs and establish a competitive edge. It includes price, product, advertising, and business location.

- **Price**

The pricing of Sambal Nyet is rather inexpensive, at RM13.90 per bottle. The established price is the most economical and reasonable.

- **Promotion**

Khairul Aming sells Sambal Nyet on an online platform like “shopee.” Thus, the promotion will be offered on particular days such as payday sale.

- **Place**

Due to Aming's reputation as an influencer, he already has millions of followers who constitute a substantial fanbase. Therefore, when Khairul Aming introduced his product, his supporters had no doubts and placed their trust in it. Additionally, Khairul Aming promotes his product through his Instagram and Twitter accounts, also at TikTok. Khairul Aming's "Sambal Nyet Berapi" is sold exclusively on the Shopee platform, where consumers can purchase and enjoy its deliciousness.

2.4.3 Operational Strategy

A company's strategy for achieving its long-term goals and fulfilling its mission is known as its operations strategy. It involves making decisions based on numerous variables, including product management, supply chain, inventory, forecasting, scheduling, quality, and facility planning and management.

- **Raw Material/Input**

Khairul Aming used onions, chilli, oil, and other raw materials to produce the sambal nyet. 10,000 bottles of "Sambal Nyet Berapi" were sold on

January, 2021. The wrapping procedure became crowded as a result of increased demand and a lack of employees. Therefore, identifying customer orders became more time-consuming. During this period, they only prepared and stored products in a small warehouse, which was a limited-space storefront. There was no initial use of machinery, as only manual labour was employed from the beginning to the end. Therefore, a shortage of workers with products in high demand caused production delays. Due to the high demand for the product, Khairul Aming has implemented a new system in which the product will be restocking daily at 9 a.m, 10 a.m, 11 a.m., 12 p.m., 1 p.m., 2 p.m., and 3 p.m. every day except Friday ensuring that all orders are delivered to consumers on the same day.

- **Product/Output**

Khairul Aming reported at the end of January 2021, that he had acquired two new machines, blending and bottling machinery. With the assistance of technology, the daily production rate increases from 500 to 1,500 units. Therefore, Khairul Aming intended to introduce new labelling and sealing devices. Due to the increase in production, Khairul Aming decided to locate a new warehouse to expand product storage and production, as his current warehouse could no longer accommodate the storage of the products. In March, 2022, one year after he launched his product, the first factory was built and renovated. All these devices contribute to a decrease in production time. Consequently, more products can be created. To ensure the authenticity of the product, "NYET" was stamped into the glass on the container. Khairul Aming constructed a second facility in Kelantan to be used for additional production and the development of new products in response to his continued success.

2.5 Financial achievements

Khairul Aming and his company have sold 540,000 bottles of Sambal Nyet Berapi in one year, reaching to RM7.5 million. As of March 2, 2022, 621,800 bottles of Sambal Nyet Berapi had been sold, increasing sales and totalling RM8.6 million. On August 2, 2022, 1 million bottles were sold, totalling RM14 million in sales. Today, the number of products sold exceeds one million, totalling 1.8 million. Khairul Aming used the profit he earned from selling his Sambal Nyet Berapi to buy new machines, which allowed him to create more Sambal Nyet Berapi in a shorter period of time while earning much higher profits. Investing in new machinery and larger factories to increase earnings is one of the most effective ways for achieving more and being more prominent in financial status.

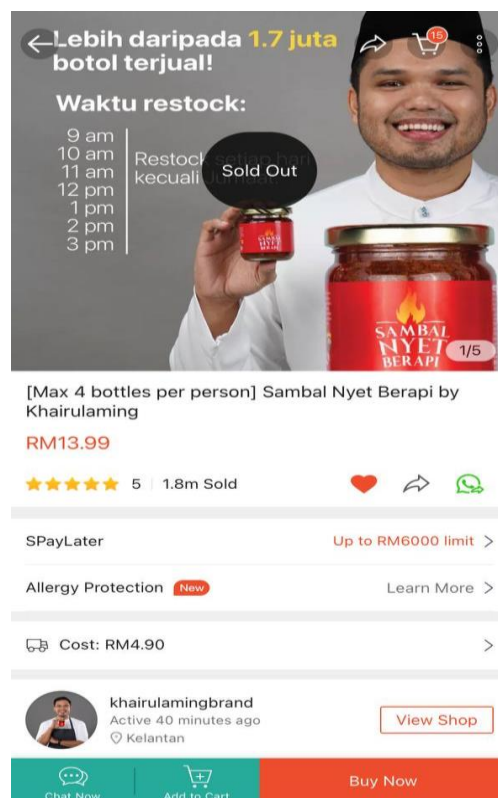


Figure 2: “Sambal Nyet Berapi” shop on Shopee shows 1.8 million bottles and sold out.

3.0 COMPANY ANALYSIS

3.1 Business Model Canva (BMC) Analysis

<p><u>Key Partners</u></p> <ul style="list-style-type: none"> - Supplier of raw materials; chilli, oil, onions - Supplier of packaging; jar, bubble wrap, sticker - Supplier of equipment 	<p><u>Key Activities</u></p> <ul style="list-style-type: none"> - Administration: customer service, human resources - Operations: operation management - Marketing: sales team, advertising line - Production: sambal production line, packaging line, manufacturing line 	<p><u>Value Propositions</u></p> <ul style="list-style-type: none"> - Ready to eat food at low price. - Durability up to 5 months - Small packaging; easy to keep/handy 	<p><u>Customer Relationships</u></p> <ul style="list-style-type: none"> - Social media marketing - Content marketing
<p><u>Cost Structure</u></p> <ul style="list-style-type: none"> - Manufacturing rental, employee's wages - Raw materials cost & other expenses 	<p><u>Key Resources</u></p> <ul style="list-style-type: none"> - Financial resources: cash on hand, cash placed in banks and stocks. - HR resources: employees for administrative - Intellectual resources: brands, patents, copyrights and customer database - Physical resources: building, manufacturing tools, raw materials, and supplies - Marketing resources: expertise for marketing and sales 	<p><u>Channels</u></p> <ul style="list-style-type: none"> - Consumer marketing level (0 level) - Operational logistic: courier service (J&T courier service) 	<p><u>Customer Segments</u></p> <ul style="list-style-type: none"> - Travellers - Students - Working person
		<p><u>Revenue Streams</u></p> <ul style="list-style-type: none"> - Sales - Paid review 	

3.1.1 Key Partners

In order to run this cafe, several key partners including raw material, packaging and equipment suppliers. First, as for the suppliers for their raw materials, this business chose to purchase raw materials from three different companies and suppliers, such as chilli, oils, and onions. The owner carefully selected suppliers with a licence or permit to prevent any unfortunate events. Khairul Aming's key partners are also the supplier of packaging which is for the jar, bubble wrap and stickers. These are the important things for his sambal branding. The equipment that gets supplied are such as the factories or productions equipment.

3.1.2 Key Resources

Sambal Nyet Berapi relies on five essential resources which are financial, human resource, intellectual, physical, and marketing resources. The finances and assets that fund an organization's activities and investments are referred to as financial resources. Rasapop Company saves money by putting it in banks and stocks. They also have cash on hand in case of an emergency. Following that, human resources is in control of all employees and employee-related procedures. The Rasapop company employs administrative staff. Furthermore, Rasapop relied on intellectual resources to safeguard the brand, patents, copyrights, and customer databases. This can also include Rasapop recipes because it is about food. Physical resources are tangible assets that are utilised in company operations. Physical resources for this company include building, manufacturing, tools, raw materials, and supplies. Finally, marketing resources assist Rasapop and their marketing teams in better managing their numerous marketing campaigns because they can expertise their sales and marketing.

3.1.3 Key Activities

- Administration

Customers services and human resources are included in Khairul Amin's business administration. consumer service is essential to the whole consumer experience. They are mostly in charge of creating loyal customers who will stand up for and promote the brand. Additionally, they are the ones that handle customer complaints and have the authority and resources necessary to resolve conflicts amicably and pursue client happiness. Customers of this business can contact customer support via Shopee or Instagram. The responsibilities of the human resources team include hiring, assisting employees with problems that arise, processing invoicing, and handling payroll. They collaborate with the financial management team to optimise division budgets and produce revenue reports.

- Operations

The actions involved in directing the production of commodities and rendering of services, including the management of resources, technology, personnel, and goods, are referred to as operations management. In order for the business to remain competitive, these factors need to be effectively managed. Efficiency, productivity, and profit are all key factors in a company's growth, survival, and competitive advantage, and operations managers aim to maximise these factors.

- Marketing

Marketing describes the actions a business takes to encourage customers to buy or sell a good or service. Advertising, selling, and delivering goods to customers or other firms are all included in marketing. The organization's growth and value propositions are the responsibility of this division. Sales and advertising are two of Khairul Aming's marketing departments.

- Production

Production is a general term for all operations connected to product development, and delivery. The sambal production line, packing line, packaging line, and manufacturing line are Khairul Aming's production teams.

3.1.4 Cost Structure

- Manufacturing rental and employee wages

Khairul Aming needs to pay for the manufacturing rental as Rasapop Company now has own two building to produce Sambal Nyet Berapi. Both buildings are in Kelantan, Darul Naim. In addition, now Rasapop Company has 60 staff. So, he needs to pay salary for all sixty of them.

- Raw materials cost and other expenses

Raw materials such as chili, onion, garlic, cooking oil and gas, gloves, and apron. Besides, Rasapop also needs to pay for other expenses such as electricity bills, water bills, and petrol for transportation.

3.1.5 Value Propositions

- Ready to eat product at a low price

To make it easier to bring and store, Khairul Aming offers a well-known chili paste or dipping sauce that goes well with a variety of Malaysian dishes specially to pair with Nasi Lemak, Fried Rice, Fried Noodles, Soups and many more. Besides, he also sells the product in a jar at a low price to make everyone try them. There are some benefits of ready to eat dipping sauce such as time saving. You can just simply open the jar and eat food products. It is the finest alternatives for traditional cooking, particularly when you lack the time to prepare a wholesome, healthful meal. For folks who need to eat on the go yet are busy, it is a fantastic alternative because it is portable. Sambal Nyet Berapi also is a handy meal alternative whether you're travelling, running errands, or commuting to work.

- Durability can up to 5 months

Khairul Aming produce Sambal Nyet Berapi that can last up to five months after opened. He realised about some advantages to store food in a jar. Firstly, glass containers produce a real barrier between oxygen and moisture. Since glass is non-permeable, neither air nor water can pass through it. Glass bottles can be recycled without the quality being noticeably diminished. Besides, glass containers are durable and recyclable. Glass bottles, despite being fragile, can be extremely durable. They are available in a range of sizes and are reusable. Therefore, Khairul Aming has decided to store his Sambal Nyet Berapi in a glass container.

-Small packaging; easy to keep and handy.

Small packaging product gives benefits to both seller and customers. As for sellers, it requires a less capital. Small packing runs are less expensive since just a small number of boxes or other containers are ordered. Not all companies, especially new or small ones, will have enough resources to pay for this service because a large run might be pricey. Short runs are the ideal solution to this problem because they have a lower upfront cost due to the low volume of boxes manufactured, which means you won't need to raise as much money before making an order. While for customers, small packaging will make it easier to keep and handy to them. They can just simply put the jar in their groceries bag, handbag or any else. When they feel they need it, they can just take, open, and eat them.

3.1.6 Channels

Channel is used to effectively reach and communicate with customers. In brief, it serves as a link between the company and the public. Effective channels enable a business to achieve its objectives while attracting customers. For Sambal Nyet, they used 0 level channel. There are no intermediary levels in a zero-level channel, also known as the direct marketing channel. In this channel structure, the manufacturer distributes products directly to consumers. Khairul Aming sells the Sambal Nyet himself, without the use of an agent or drop shipper. He manufactures sambal in the factory and delivers it directly to Shopee customers. In addition, Khairul Aming used an operational logistic to do a posting. He used courier service which is J&T express to deliver the Sambal Nyet to his customers.

3.1.7 Revenue Stream

According to Khairul Aming, the only revenue streams for Sambal Nyet Berapi are sales and paid reviews. Shopee's e-commerce platform generates most of the the business's revenue. Sambal Nyet Berapi's daily sales are consistent, as the product consistently sells 10,000 bottles per day. Next, Sambal Nyet Berapi generates revenue through some influencers' paid reviews. In this case, followers will be influenced by the review and attempt Sambal Nyet Berapi, thereby increasing the product's revenue.

3.1.8 Customer Relationships

Customer relationship marketing is a product marketing strategy that companies employ to focus their business and product marketing efforts on customer relationships, customer requirements, and customer loyalty. Because Twitter can bring him closer to his consumers, Khairul Aming regularly updates his online platforms, particularly Twitter, with information about his Sambal Nyet. However, there is no official website for Sambal Nyet Berapi. They frequently interact with consumers on Instagram, Twitter, and TikTok, which is currently the most popular platform for maintaining an online presence. Sambal Nyet's Instagram account, @sambalnyet, currently has 92,000 followers. Customers can access information regarding product replenishment and shipping through the bio. In addition, they included a link to the sambal's purchase page. Sambal Nyet's Instagram account updates its feed infrequently, whereas Khairul Aming frequently used his personal account to advertise the product by posting videos of himself making or consuming the sambal.

3.1.9 Customer Segments

- Travellers

This is because Sambal Nyet is a convenient option for time-pressed travelers who don't have much time to prepare meals. The Sambal Nyet that is created by Khairul Aming is helpful for travellers since it takes up less space, it is easy for people to eat, and it doesn't need cooking.

- Students

This Sambal Nyet marketing campaign targeted students, who are typically between the ages of 18 and 25, as indicated by the Business Model Canvas. Although the Sambal Nyet is so well-known among students, the Sambal Nyet by Khairul Aming has been targeted towards those who are above the age of 18. Those who were under the age of 18 do not yet can make purchases online without the guidance of an adult. Therefore, customers must be at least 18 years old. As a result, Sambal Nyet is an appropriate choice for students since it is within the affordability of all students, regardless of their family's income, and it is available at a more competitive price.

- Working Person

Working person or those in careers are included in Sambal Nyet Berapi by Khairul Aming. Since Khairul Aming sell the Sambal Nyet at a price that can be afforded by those with incomes ranging from low to high, the Sambal Nyet shop on Shopee provides to working people of all different income levels. Sambal Nyet consistently produces a product of the highest quality by subjecting its components to detailed evaluation and selecting those components based on the high criteria to which they comply.

4.0 FINDINGS AND DISCUSSIONS

4.1 Findings

Problem 1: No varieties of flavour and spicy levelness

As for now, Rasapop Sdn Bhd, the company of Khairul Aming's, only produces one product and flavour which is Sambal Nyet Berapi. It is one of the main weaknesses of his product because some people might get bored of eating the same sambal paste and prefer to eat different tastes for their everyday meals. Furthermore, his sambal may be too spicy for some people. For sure, not all people can tolerate the spiciness of his current sambal especially people with gastritis, as it could affect or trigger their conditions.

Problem 2: Sambal Nyet Berapi only focuses on online selling.

As we all know, almost all businesses in our country sell their products via an online platform including Khairul Aming itself. However, it is extremely difficult to rely solely on online sales. For instance, it could result in a lack of consumer engagement in-store especially for certain industries, such as the food industry. Many businesses are attempting to preserve the in-store interaction with customers. Due to their diverse food preferences, customers in the food industry prefer to sample the food itself over hearing feedback about the product. Taste is much more important to them than feedback. Having the ability to discuss your requirements and concerns with a sales associate is frequently more beneficial than searching for and comparing products on your own. The greatest loss for Khairul Amin is the inability to look a customer in the eye and convey the value of your goods.

Problem 3: Sambal Nyet Berapi's packaging is too fragile.

Glass containers have been used for over a century and are still a common sight on grocery store shelves. One can think of pickles and olives as things that will always be packaged in glass jars. Glass is a common material

not just in the food sector but also in other non-food sectors. Glass is known to be impermeable and nonporous. This is necessary so that it does not pick up tastes or smells. Glass packaging and the finished product fail to interact. This makes it perfect for sensitive products. In addition, glass jars have virtually no chemical reactions. This makes it possible for the finished product to retain its potency, taste, aroma, and flavour for a longer period inside the glass container. But, to ship fragile items? It indicates that the object is both heavy and breakable. Glass jars are fragile yet rigid. Glass can break without a lot of force. Due to its sharp pieces, it can be very deadly when broken. Glass is not particularly impact resistant other than that. With plastic bottles, you might be able to drop them without worrying about them breaking, but with glass products, this is rarely the case.

4.2 Discussions

Discussion of problem 1: Create more flavour and level of spiciness.

Khairul Aming should produce more variety of flavor, such as sambal hijau, sambal ikan bilis, sambal paru and sambal hitam. The customer will be excited to try the variety of flavors produced by Khairul Aming's company as it could provide more options for customer to purchase. Other than that, it would be great if Khairul Aming could produce the same product but with a different level of spiciness, especially for his best-selling "Sambal Nyet Berapi". Khairul Aming should consider producing the sambal with three level of spiciness which is low, normal, and high so that the consumers can choose their preferred level of spiciness. Customers that cannot tolerate too spicy food can try the low level of spiciness and the same goes for people who love spicy food, they can get the spiciest sambal. With this, everyone can try the tastiness of Khairul Aming's "Sambal Nyet Berapi".

Solution 1

Advantage: Enable the customers to choose different options.

Disadvantage: They can be costly and time-consuming to develop and produce.

Discussion of problem 2: Sambal Nyet Berapi should expand the business by opening store.

Khairul Aming should attempt to open a kiosk or pop-up booth for this company to increase profits and reach more potential and new customers. Also, because not everyone uses social media, consumers will have a greater understanding of the brand and a greater opportunity to raise awareness of Sambal Nyet Berapi and develop brand loyalty. For example, the generation of millennials. Furthermore, the opportunity exists to evaluate the market for a product, such as determining how well Sambal Nyet Berapi sells and asking feedback from actual customers. It has the potential to generate a sense of urgency. Customers have a potential to be more eager to make an urgent purchase if they believe that the store or the item will only be available for a limited time.

Solution 2

Advantage: It is less risky and affordable since pop-up stores are short term leases.

Disadvantage: It could lead to loss of control in managing the business. Hence, the quality of the product will decrease.

Discussion of problem 3: Sambal Nyet Berapi should use plastic packaging instead of glass jars.

There is a good probability that plastics can help you resolve any problems you may have with product packaging. To start, plastic is far less expensive than glass. It is typically produced in big quantities to help keep the material's total cost low. It may additionally reduce the weight of transportation. Glass is significantly heavier than plastic, which results in higher shipping expenses, as well as the need for cushioning to protect products using glass packaging. Truckloads of goods packed in plastic can be transported for significant financial savings because plastic is lightweight. Besides, plastic is moreover quite resilient. Many plastic containers have been designed to withstand little strain without breaking or cracking. Being strong also makes it possible to pack more goods without worrying about breakage into semi-trucks or shipping containers. Lastly, it helps in preserving and protecting products. Plastic containers do a superb job of locking in flavour and keeping food fresh for a very long time and it all thanks to advancements in technology.

Solution 3

Advantage: Less expensive and more durables

Disadvantage: Costly and fragile

4.3 Recommendations



Figure 3: Sambal Hijau, Sambal Penyet and Sambal Hitam by FRASH Enterprise.

In January 2023, we decided to come out with our own company named FRASH Enterprise. We planned to produce a dipping sauce that goes well with variety of foods named SAMBALEENA by FRASH Enterprise. It comes with different flavours that suits everyone's taste. Ready-to-eat food is easy to bring anywhere you go especially for students and travellers. We will make sure that our dipping sauce can add some spiciness into consumers' dishes.

What makes our product different from Khairul Aming's? It is because it comes in variety of flavour choices with different spiciness level. As a consumer, you can choose your own flavours that match with your taste and goes well with the type of food you eat with. The benefits of flavours extend far beyond merely enhancing the aroma of a product. A flavour's attractiveness lies in its ability to evoke olfactory, gustatory, and nervous sensations. In addition to imparting aromas to our food, flavours can also be used to enhance its flavour profile and amplify certain sensory qualities, such as dissolving, chilling, hot-spicy, astringent, or creamy sensations (among others). In this way, flavours allow us to appreciate distinct and delightful multisensory experiences. Customers are more likely to recognise and recall brands that provide greater variety and options within their products and services. This can be a tremendous advantage for businesses seeking to increase profits and brand loyalty. In our case, we offer several flavour options, including Sambal Hijau, Sambal Hitam, and Sambal Penyet.

Next, we have produced sambal in a trial pack. By providing sambal paste in a trial pack with cheaper price, new customer may be able to buy more than one flavour to try out for the first time. Other than that, regular customer can also buy varieties of flavour to keep them for their daily meal. It may be too cost consuming if they had to buy a normal pack for each

flavour that they want, since it is considered more expensive. In addition, it will be more convenient for travellers especially if the trial pack comes in a zip lock packaging.

Lastly, we will use zip lock as the packaging. This kind of packaging is perfect for usage in retail and for personal use at home as well as across a variety of other industries. In addition to being an excellent choice for managing various things, seal packaging is incredibly durable and can be re-used, making them an economical and environmentally friendly packing solution. The secret to our resealable bags is this simple compress and draw apart top, which makes these bags reusable. Our grasp seal bags are user-friendly and simple to open because one side of the header is barely higher than the other. Moreover, it maintains the product's freshness and quality. In conclusion, zip lock bags guarantee transparency. Typically, zip-lock containers are transparent. This transparency provides consumers with assurance that the product is consumable and usable. If you want to earn your customers' trust, a transparent zipper bag is your best option because it allows them to examine the product's quality and quantity prior to purchase.

5.0 CONCLUSION

In conclusion, I believe that this company analysis project will assist students, particularly those with no knowledge or expertise of business management, in learning about and developing an interest in entrepreneurship. Entrepreneurship teaches people how to run a business and produce their own products or services. Furthermore, this initiative educates students about business management, such as marketing and financing. I recognise that every organisation or company must establish its main objective in order to progress. The main objective is to guide the company in the proper direction and to serve as a source of inspiration when things go wrong. In order to develop our products and gain more business, we must analyse the strengths, flaws, opportunities, and threats of our products or services as well as those of our competitors.

According to the company that we choose which is Rasapop Sdn Bhd by Khairul Aming, we discovered that this company have some flaws in terms of both their business and their products, which is Sambal Nyet Berapi. We also discovered that the Khairul Aming's company are lack of varieties of flavour and spicy levelness, only focuses on online selling and Sambal Nyet Berapi's packaging is too fragile. As a result of their shortcomings, we identified several methods in which the Khairul Aming's company could improve in order to enhance the quality of the products they sell. after the overall assignment, we came out with a conclusion that Khairul Aming's company is still a growing company where they will be a better company if improvement is exercised.

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APPENDICES

