



**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**CASE STUDY : COMPANY ANALYSIS**

**SITI AKILA ENTERPRISE**

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## **BACKGROUND OF STUDY**

No.	Definition	Title of Journal	Author	Year
1.	In Malaysia, according to Small and Medium Enterprises Corporation Malaysia (SMECORP, 2008), enterprises that employ between 50-150 full time employees are considered as medium while those that employ between 5-50 are called small and less than 5 are considered as micro enterprises	Challenges faced by the small and medium enterprises (smes) in Malaysia: an intellectual capital perspective	Muhammad Khalique, Abu Hassan Md. Isa, Jamal Abdul Nassir Shaari and Adel Ageel	2011

Small Medium Enterprise or known as SME which means Small and Medium Business. What is the definition of Small Medium Business? According to Small and Medium Enterprises Corporation Malaysia, it means a small enterprises that employ between 50 until 150 full time employees are considered as medium while those that employ between 5 until 50 are called small and less than 5 are considered as micro enterprises. The true character of entrepreneurs is characterized by the traits such as the creation of new products and services, as well as their business models. Small businesses also replicate what the big business doing right now. Most small businesses today follow as a model what the big business is doing with just a few minor changes that can be differentiate of their products. However, people that entering business can also regarded as an entrepreneur because of they also started business and live in an entrepreneurial atmosphere. They also face the same situation as what other entrepreneur faces. Thus, anyone who owns a business is an entrepreneur.

TQM stands for total quality management. The definition of total quality management (TQM) is an extensive and structured organization management approach that focuses on continuous quality improvement of products and services by using continuous feedback. It describes as a management approach a long term success through customer satisfaction. The focus of this process is to improve the quality of an organization's outputs including goods and services through continual improvement of internal practices. An entrepreneur should follow the 8 principles of total quality management which is customer focused, total employee involvement, process centred integrated system, strategic and systematic

## 1.2 PROBLEM STATEMENT

No.	Problem	Title of Journal	Author	Year
1.	<p><b>Marketing Problem</b></p> <p>Each of the business will having problems while manage the company whether it is internal or external of the business. Hence, it is the responsibility of the entrepreneur to solve the problem diligently and take the actions from many sides to make the best solutions.</p> <p>There are many problems that can arise while run the business such as problem in the operation, marketing, technology or product oriented. In Siti Akila Enterprise, marketing strategy is one of the problems that their faces because they did not know how to introduce their products directly and indirectly. For example, when they release their new product, they just only use Facebook as a mediator to introduce their new product and they also less active in using Facebook as an advantage to them.</p> <p>According to Uttam Rai, Rahul Gupta Choudhury (2014) The success or failure of companies competing in a market is largely dependent on strategy they evolve and implement. The literature is full of references regarding comparisons between companies having strategy and winning and companies is the absence of a well formulated strategy.</p>	The success or failure of company	Uttam Rai, Rahul Gupta Choudhury	2014
2.	<p><b>Lack of Skill Employees</b></p> <p>In every company, employees are the most valuable asset because their employees will determine either they can make or break a</p>	The effect of training on employee performance	Dr. Amir Elnaga	2013

### **1.2.1 Current Trend.**

#### **1.2.1.1 Current Need.**

Every companies need to change and renew every single of their products due to the changes of interest, new taste and flavour that is adored by people. It need to be varies, and renewed at least every year, because demand on products will always changing because of trends. In this case, Siti Akila Enterprise faces challenges that requires the enterprise to change their products to become better. Siti Akila Enterprise improve their frozen foods such as it curry puff. They varies their curry puff filling, such as use cow meat as fillings. As we know it was rarely to find curry puff with cow meat fillings and sardines. So Akila Enterprise creates these varieties of fillings, according to the trends and other frozen food competitors do. Based on Journal Article (Franke, 2008), in addition to significant effect of aesthetic and functional fit, the perceived uniqueness of a self designed product effects the moderate by customer needs for uniqueness.

#### **1.2.1.2 Current Season.**

Current seasons effects so much to many companies and many types of business. What is meant by current season is which, the seasons celebration such as Eidulfitri, Tahun Baru Cina, Deepali and other season celebration in Malaysia especially. Based on journal (Radas, 1998) , virtually every product is seasonal and it is seasonality often dictates as business strategy. That this is also as a method provides strategic implications for timing new product introductions For the Akila Enterprise, challenges faces by every year is that, they received so many customers order for their frozen foods, especially Curry puff, samosa, wadeh and others foods when Eid month is near. They have to produces many of those frozen foods, that this lead to imperfections and flaws to their products production. They also faces some complain from customers that which their frozen foods such as curry puff, is quite salty, the curry puff is opened a little its mouth.