



ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY: COMPANY ANALYSIS



IBULINA ENTERPRISE

PREPARED BY:

NAME	METRIC NO
SAIYIDAH AQILAH BINTI MUHAMMAD HATTA	2018262748
NUR NAJWA AWATIF BINTI YUSRI	2019312039
ERRA SHAHIRA BINTI ISHAK	2019324249
NUR AMEERA DAYIANA BINTI ISKANDAR	2019359167
SARA NAJIHAH BINTI A. JALIL	2019527717

GROUP
JBA2424B

PREPARED FOR:
MADAM JANNAH MUNIRAH BINTI MOHD NOOR

DATE
24TH OCTOBER 2019

ACKNOWLEDGEMENT

In performing our assignment, we had to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives us much pleasure. We would like to show our gratitude to Madam Jannah Munirah Binti Mohd Noor, lecturer of ENT530 Principles of Entrepreneurship for giving us a good guideline for assignment throughout numerous consultations.

In addition, we also respect and thank to Madam Rohaida Binti Md. Jamal, Sales and marketing manager, Ibu Lina Enterprise for providing us an opportunity to do the project work and giving us all support and guidance, which made us complete the case study. We are extremely thankful to her for providing such a nice support and guidance, although she had busy schedule managing the business.

Many people, especially our classmates and team members itself, have made valuable comment suggestions on this proposal which gave us an inspiration to improve our assignment. We thank all the people for their help directly and indirectly to complete our assignment.

TABLE OF CONTENT

CONTENT	PAGES
EXECUTIVE SUMMARY	1
1. INTRODUCTION	2
1.1 Background of The Study	
1.2 Problem Statement	
1.3 Purpose of The Case Study	
2. COMPANY INFORMATION	16
2.1 Background	
2.2 Organizational Structure	
2.3 Products/Services	
2.4 Business, Marketing	
2.5 Operational Strategy	
2.6 Financial Achievement	
3. COMPANY ANALYSIS	28
3.1 Business Model Canvas (BMC)	
4.0 FINDINGS AND DISCUSSION	29
5.0 CONCLUSION	44
6.0 RECOMMENDATION AND IMPROVEMENT	55
7.0 REFERENCES	59
8.0 APPENDICES	61

EXECUTIVE SUMMARY

Butter is a dairy product with high butterfat content which is solid when chilled and at room temperature in some regions, and liquid when warmed. It is made by churning fresh or fermented cream or milk to separate the butterfat from the buttermilk. It is generally used as a spread on plain or toasted bread products and a condiment on cooked vegetables, as well as in cooking, such as baking, sauce making, and pan frying. Butter consists of butterfat, milk proteins and water, and often added salt.

Most frequently made from cow's milk, butter can also be manufactured from the milk of other mammals, including sheep, goats, buffalo, and yaks. Salt (such as dairy salt), sometimes added to butter. Rendering butter, removing the water and milk solids, produces clarified butter or *ghee*, which is almost entirely butterfat.

Butter is the main ingredient and the company's main product Ibu Lina Enterprise. Ibu Lina Enterprise was found by Mrs Haslanah @ Haslinah. The company was started small with their first product is roti canai and operated by herself in 2008 from house at No 63, Lorong 2, Kampung Kolam Air, 86000 Kluang Johor Darul Takzim.

Mrs Haslanah @ Haslinah think to start this business because she thought this kind of business is easy where they only start from home. And then after that, she expands their business by produced only two types of cookies which is almond London and Makmur.

After several years, she starts to produce more variety of cookies and biscuits which is now they have more than 30 cookies that they can produced. For daily day, Ibu Lina Enterprise only produced 10 types of cookies, but when have Eid day or other celebration, they will produce more than 30 cookies. Now the latest thing that their company do is providing goodies for any occasion such as wedding day or celebration party. With only RM3.50, they can get a pack of delicious cookies from Ibu Lina Enterprise.

Ibu Lina Enterprise will always provide the quality and good product from their company. In order not to lose their customer, they always make sure that what are they produced always satisfied their customer need and wants.

Now, not just Malay people that buy their cookies for Eid day, but Indian and Chinese people is also buy their cookies. Indian buy when Deepavali's day is arrived and Chinese people which is mostly have their own company will buy as a gift to their Malay employer.

1. INTRODUCTION

1.1 BACKGROUND OF STUDY

	Definition of SME	Title of Journal	Author	Year
1)	Some defined SMEs based on quantitative indicators such as number of employees and fixed capital. For example, SMEs are establishments employing less than 200 employees and having fixed assets less than RM2.5 million (Chee 1986; Moha Asri 2002). On the other hand, Mohd Khairuddin Hashim and Mat Saad Abdullah (2000) have proposed and adopted qualitative indicators such as owner managed, the style of management, the reliance of internal sources of capital, and the locality of its area of operation, to define SMEs.	SME Policies and Performance in Malaysia	Yee-Whah Chin, Ee-Shiang Lim	2018

In 2005, the NSDC endorsed the use of a standard definition of SMEs in three key sectors, namely, manufacturing & manufacturing related services, primary agriculture, and services sector (Malaysia 2013). In general, the size of establishment was defined based on two criteria: annual sales turnover and the number of full-time employees. Different definitions were adopted for Some defined SMEs based on quantitative indicators such as number of employees and fixed capital. For example, SMEs are establishments employing less than 200 employees and having fixed assets less than RM2.5 million (Chee 1986; Moha Asri 2002). On the other hand, Mohd Khairuddin Hashim and Mat Saad Abdullah (2000) have proposed and adopted qualitative indicators such as owner managed, the style of management, the reliance of internal sources of capital, and the locality of its area of operation, to define SMEs.