



ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

CASE STUDY: COMPANY ANALYSIS



ADAMI FOOD & SPICES INDUSTRIES SDN BHD

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EXECUTIVE SUMMARY

Mee Bandung Muar is a traditional cuisine originated from Muar, Johor, Malaysia. The word 'bandung' in its name is due to literal definition which means 'mixed' or 'pairs' in Malay language. In the Mee Bandung case, it is a cuisine originally consisted of only noodles and eggs besides of its soup made of the mixture of chilies, onion, spices, shrimp paste and dried shrimp.

The one served in its own hometown in Muar is still considered the best and the most delicious. As time goes by, there is new product that make easier for people to eat delicious Mee Bandung anywhere and anytime they want. The new product is a paste product that is develop which is more simple and convenient to cook. The founder had later created the paste more concentrated for easy cooking.

The product is owned by Adami Food & Spices Industries Sdn. Bhd. The company was founded in the 1975, it was a grocery shop in the early start. ADAMI is a food manufacturer who has wide experience in spices and seasonings.

The founder understands that there are a lot of families busy with their works and he hopes to streamline the preparation of meals can be easier. He began with powder spices such as curry powder, chili powder and etc as receive good response from all races. As time goes by, the paste products were developed which is more simple and convenient to cook. The founder had later created the paste more concentrated for easy cooking such as rendang paste, mee bandung paste, and etc.

ADAMI products are pure Malay traditional taste and the company observes a stringent quality standard for all their products. The concentrated paste products enable the customers to prepare their delicious food in shorter time. The philosophy of ADAMI Food and Spices Industries Sdn, Bhd. is to create "A Superior paste to which are delicious, nutritious, healthy and easy to cook."

BACKGROUND OF STUDY

This study is based on SME, which is a short term for Small Medium Enterprise. On basic meaning, SME means Small and Medium Business. The more convenient definition for SME on the other hand is a legally independent company with no more than 500 employees. Small and Medium Enterprise operates the same way that big company does, only on a much smaller scale. SME plays a big part in Malaysia's economy. In 2018, the number of Small Medium Business reported in Malaysia is amounted to over 900,000 SMEs. This number represent 99% of total establishments in the country. They are responsible for huge contributions to this country value added and employment.

Most SMEs in Malaysia practice TQM in their business. TQM also known as Total Quality Management is a structural approach to overall organizational management. It is the continual process of detecting and reducing or eliminating errors in manufacturing, improving customer experience, and ensuring that employees are doing their work efficiently and effectively. Every single member of SME is obliged to take part in TQM. This make all member of the company accountable for the overall quality of final products or services. There are 8 principles of Total Quality Management that SME should follow which is, customer focus, leadership, involvement of people, process approach, systems approach, continual improvement, factual approach to decision making and lastly, mutually beneficial supplier. TQM is important in a company as it can reduce the defects and improve the quality of company's product and service. It can lead to customer's satisfaction and improve relationship with them for the business long-run benefits.

SMEs also required to have Business Model Canvas, long term for BMC. Business Canvas is a one-page summary describing high level strategic details needed to get a business successfully to the market. There are 9 categories of business canvas which is customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnership and cost structure.

1.2. PROBLEM STATEMENT

1.2.1 Existing Problem

1.2.1.1 Marketing Problem

Every business will having problems while manage the company, whether it is internal or external of the business. Thus, it is the responsibility of the entrepreneur to solve the problem wisely and diligently to make the best solutions.

Adami Food & Spices Industries Sdn Bhd faced marketing strategy problems. They lack on advertising and promote the products on the internet medium. For example, when they release their new products, they only use Facebook and open booth to introduce their new products. 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. One of the major reasons attributed to failure of companies is the absence of a well formulated strategy.

1.2.1.2 Employee Performance

In every company, employees are the most valuable asset because their employees will determine either they can make or break a company's reputation and can adversely affect profitability. The problems in Adami Food & Spice Industries Sdn Bhd is the employee performance because in the company there is lack of communication among the employees. Thus, the percentage of in and out of the employees is higher. In Journal "The Effect of Training on Employee Performance" written by Dr. Amir Elnaga (2013). Improved capabilities, knowledge and skills of the talented workforce proved to be a major source of competitive advantage in a global market.