



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكَوْنُ مَبَارَا  
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**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP  
CASE STUDY: COMPANY ANALYSIS**



**OTAK- OTAK LEDANG**

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## **EXECUTIVE SUMMARY**

Otak-otak is a grilled fish cake made of ground fish meat mixed with tapioca starch and spices. Otak-otak is wrapped inside the mangrove palm leaf. Otak-otak is tasty when it is made from the Spanish Mackerels, but the cost of buying the fish is truly expensive. So, they mix it with the various types of fish to make it taste likely the same with the Spanish Mackerels.

Otak-otak is known as the food that can be in diet food. This is because otak-otak is rich in protein and free from the fat. In short, otak-otak is a diet food and tasty product.

Fish is the main ingredient and the company main product of Otak-Otak Ledang is otak-otak. Otak-Otak Ledang was found by herself, Mrs. Norlizah binti Haman and her husband, Kamar bin Tarsah. The company was started in their own home in November 2011 with started capital RM 3000 and operating by the family members at No. 44, Jalan Parit Sialang, Kundang Telok Rimba, 84400 Sungai Mati, Tangkak, Johor.

At first, she is thinking to do a business, but she did not have an idea on that business that she wanted to create. Then, her friend that been working in Lembaga Kemajuan Ikan Malaysia giving an idea to try a business with a fish-based product. Furthermore, Mrs. Norlizah, the owner of the company has an experience in food production because of she learns from the Akedemi Perikanan Malaysia at Chendering, Kuala Terengganu, Terengganu. They also created a product that never been sell by anybody that is Otak-otak burger. With this product, they believe that Otak-otak can be diversified follow the current taste of the youngest generation.

Otak-Otak Ledang always serve the best quality of food and without preservation added to their all customers. They believe that they will continue strive to be a global company and product that always meet the customer's satisfaction.

## **BACKGROUND OF STUDY**

Small Medium Enterprise or known as SME which means Small and Medium Business. What is meant by Small and Medium Business? It means a simple business is categorized as a business where its employees do not exceed 500 people and not less than 51 people. While small business consist of 1 until 50 employees. The true character of entrepreneur is characterized by the trait such as the creation of new products and services, as well as their business models. Small businesses also replicate what is already in the business right now. Most small businesses today follow as a model what the big business is doing with just a few minor changes. However, business owners can also be regarded as an entrepreneur because they start business and live in an entrepreneurial atmosphere. They also face the same situation as what an entrepreneur faces. Obviously, anyone who owns a business is an entrepreneur.

TQM stand for total quality management. A core definition of total quality management (TQM) describes a management approach on long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services, and the culture in which they work. To become a good business and entrepreneur, they should follow the 8 principles of total quality management which is Customer-focused, Total employee involvement, Process-centered, Integrated system, Strategic and systematic approach, Continual improvement, Fact-based decision making and lastly is Communications. Overall total quality management (TQM) is a new management style that can improve the quality and productivity of the work. Total Quality Management also vcan enhance the effectiveness of the success of our operations through emphasizing the principles of total quality management and ensuring the excellent of a company.

Lastly is about Business Model Canvas (BMC). Business Model Canvas (BMC) is one of the ways to improve the company because it is very easy way to understand. The Business Model Canvas categorizes the processes and internal activities of a business into 9 separate categories, each representing a building block in the creation of the product or service. These categories represent the four major aspects of a business; customer, offer, infrastructure, as well a financial viability. In Business Model Canvas has 9 categories among them in Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure.

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