



وَبَشِّرِ الصَّالِحِينَ الَّذِينَ إِذَا أَصَابُوا مَكْرَهًا سَأَلُوا عَن سَبَبِهِمْ هُمْ يَسْأَلُونَ

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SITI AKILA ENTERPRISE



PREPARED BY:

NAME	MATRIC NUMBER
MUHAMMAD AZRUL NAIM BIN AZHAR	2019722649
NOORFARAH LYANA BINTI AMRAN	2019336443
NURUL JANNAH BINTI MUSTAZA	2019725653
SITI NAJWA BINTI SULAIMAN	2018683374
NUREAKHIRA ATIQA H BINTI ABDUL KARIM	2018234924
NUR ATHIRA BINTI AHMAD SARUDIN	2018438988

GROUP: JBA249 3B

PREPARED FOR: MADAM JANNAH MUNIRAH BINTI MOHD NOOR

DATE OF SUBMISSION: 24th OCTOBER 2019

TABLE OF CONTENT

CONTENT	PAGE
Executive Summary	1
Background of Study	2
Problem Statement	8
Purpose of The Case Study	15
Company Information	16
Business Analysis	29
Findings and Discussion	30
Conclusion	43
Recommendation and Improvement	55
Reference	59
Appendix	61

EXECUTIVE SUMMARY

SITI AKILA ENTERPRISE was established on 2004. The company belongs to Encik Abdul Halim Bin Mokhtar. The company was started small and operated by family members in 2004. At the age of 30, his uncle offers him to help in his bakery in terms of the development skills. After 3 years operation, he got an offer from RISDA and obtained loan from MARA. The company is operated in T1. 72 Kampung Parit Raja Idris, Bukit Gambir, Johor.

As for the business, Siti Akila Enterprise offers the frozen food, such as frozen curry puff, cakes and also breads. Siti Akila Enterprise become a caterer to Sekolah Menengah Maahad and other school and offices. The company also help non-established company to market their products. Siti Akila Enterprise currently have 2 branches of shop in the factory itself and in Pasar Tani FAMA.

In 3 years of operation, Siti Akila Enterprise still maintain the size of the company as to manage their production effectively. The company philosophy is to grow slow and build a strong foundation. Siti Akila Enterprise planned to open a new branch in PermasJaya, Johor Bahru. To saving the profit for reinvest again in the business, Siti Akila Enterprise advertised his company through getting involve in Persatuan Penjaja & Peniaga Kecil Melayu Johor, Karnival Jelajah Malaysia and Persatuan Industri Kecil dan Sederhana.

BACKGROUND OF STUDY

Definition of SME

Definition	Title of the Journal	Author	Year
The definition of SMEs is mainly based on annual sales turnover and total number of full time (Hashim and Abdullah, 2000, SEMCORP, 2008). According to Hashim (2000), SMEs in Malaysia can be segregated into three main sectors such as general business, manufacturing and agriculture. In Malaysia, according to Small and Medium Enterprises Corporation Malaysia (SMFCORP, 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	IJCR Vol. 33, Issue, 6, pp.398-401, June, 2011
In Malaysia, according to Small and Medium Enterprises Corporation Malaysia (SMFCORP, 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. These SMEs are further categorized into medium-sized companies, small enterprises and 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	IJCR Vol. 33, Issue, 6, pp.398-401, June, 2011
According to the definition, a small-scale firm is a company with less than 50 full-time employees and with an annual turnover of not more than RM10 million, whereas, a medium-scale enterprise is a company with 51 to 150 employees and with an annual turnover of between RM10 million and RM25 million. Hashim and Abdullah (2000) has introduced the quantitative criteria to further refine SMEs in Malaysia by including the following: (a) it is actively managed by its owners, or	Internationalization and Performance: Small and Medium Enterprises (SMEs) in Malaysia	Dr. Shankar Chelliah, Prof. Emeritus Dr. Mohamed Sulaiman, Dr. Yusliza Mohd Yusoff	Vol. 5, No. 6; June 2010

1.2.1 PROBLEM STATEMENT

Problem Statement of SME

Definition	Title of the Journal	Author	Year
According to the available resources more than 50% of SMEs are collapse within first five years of operation (Reiss, 2006; Ahmad and Seet, 2009). In case of Malaysia there is no reliable figure published, so for the estimated failure rate of SMEs is approximately of 60% (Portal Komuniti, 2006; Ahmad and Seet, 2009). It reflects that SMEs in Malaysia are facing serious issues and plenty of obstacles to stay as competitive enterprises in market.	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	IJCR Vol. 33, Issue. 6, pp.398-401, June, 2011
Malaysia is now entering into a knowledge-based economy. The challenge of globalization has made it vital for Malaysia to move towards a knowledge-based economy (Bhatiasevi, 2010). In the preface of the Eight Malaysian Plan 2001-2005, Mahathir the former Malaysian Primer. said "during the Eight Malaysia Plan period, we will be faced with even greater challenges from globalization and liberalization as well as the rapid development of information and technology. We will have to shift the growth strategy from being input-driven towards one that is knowledge-driven" to achieve the vision 2020 of become a developed nation (Abdulai, 2004; Bhatiasevi, 2010). In order to achieve vision 2020 and to be a fully developed and industrialized nation, the future progress seems to be mainly concentrated on the development of SMEs (Omar and Ismail, 2009).	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	IJCR Vol. 33, Issue. 6, pp.398-401, June, 2011
The SMEs should mainly focus in overcoming the challenges, which include, among others, recession, barrier from global sourcing, low	Challenges Faced By The Small And Medium Enterprises (SMEs) In	Muhammad Khalique, Abu Hassan Md. Isa, Jamal Abdul Nassir Shaari and Adel Ageel	IJCR Vol. 33, Issue. 6, pp.398-