



ENT 530

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



SITI AKILA ENTERPRISE

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24 OCTOBER 2019

ACKNOWLEDGEMENT

First of all, thanks to God for his mercy and guidance for giving us full strength to complete this assignment with successfully. Even we have faced a lot of difficulties along to complete this assignment, our group still manage to complete it and we are very grateful about it.

A big appreciation and thank you to our beloved lecturer for subject Principles of Entrepreneurship (ENT530), Madam Jannah Munirah Binti Mohd Noor for being such a good guider for us. She had given an appropriate format, example and knowledge for this assignment in order for us to more clear and understand about this assignment. She also spends a lot of time to make a consultation hour for us to carry out each and every process of our assignment. She also make sure that we are able to understand everything that she told and explained before we start and complete the assignment.

Besides, a special thanks to Universiti Teknologi Mara Cawangan Johor, Kampus Segamat for giving us opportunity to conduct an interview at Siti Akila Enterprise at Bukit Gambir, Ledang Johor. Then, thank you also for approved our application letter for us to give to the company and make an interview.

Furthermore, we also want to say thank you to the owner of Siti Akila Enterprise which is Mr Abdul Halim Bin Mokhtar because accept our application and want to deal with us for being interviewed. We appreciated that Mr Halim are willing to share the information about his company. He also gives us a lot of materials and information about the manufacturing of frozen food in the company which is can be our references in order to complete this assignment.

In addition, we would like to express our gratitude towards all the group members, our friends and our family because give their support for us either by giving us a lot of encouragement for keep up with this assignment or by supporting the financial for us to pay all the cost of transportation which is help us in completion of this assignment. Last but not least, our thanks and appreciations also go to the people who are directly or indirectly helped us out in completing this assignment with successfully.

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EXECUTIVE SUMMARY

In Malaysia, we are famous with serving a variety of cuisine food such as Malay Cuisine, Chinese Cuisine, Indian Cuisine and Western Cuisine. Same goes to dessert, a lot of bakeries or cafe are served a variety of cake, cookies and so on. People also were excited to try all the menu that they have. Even though there are a variety of desserts served at a bakery or cafe, *kuih traditional Melayu* still be a priority of Malaysians community because *kuih traditional Melayu* has its own privileges which it is have sweet and savoury taste, colourful and plain shape.

Kuih traditional Melayu come in many varieties and are eaten at all times of the day. Besides, not only Malaysians who love eating *kuih traditional Melayu* but any tourist who travel in Malaysia and try *kuih traditional Melayu* will fall in love with the taste of the *kuih* itself. Among the most popular *kuih traditional Melayu* in Malaysia such curry puff, *kuih ketayap*, doughnuts, *kuih koci* and others. Nowadays, *kuih traditional Melayu* have been modernized in terms of shape and the taste such as doughnuts. Basically, doughnuts only contains sugar as topping but nowadays there are many topping on the doughnuts top and it makes the taste of doughnuts were different than original.

To maintain the original taste of *kuih traditional Melayu*, a man who is Mr. Abdul Halim Bin Mokhtar got the idea to open a business frozen that make *kuih traditional Melayu* such as curry puff, doughnuts, *pau*, *kuih kasturi* and *samosa* as their main product. Mr. Abdul Halim was registered his business as Siti Akila Enterprise in the name of his youngest daughter but the product was named under his wife which is Afidah. This business was founded in 2004 by Mr. Abdul Halim Bin Mokhtar and his wife, Mrs Afidah Binti Arif. This company was operated about 15 years at Kg P1 Fj Idris, Bukit Gambir 84800, Ledang Johor.

Mr Halim involved in this type of business because he believes that business frozen *kuih traditional Melayu* have high demand because people no need to bother to knead the flour and make the dough because by his frozen food, people just frying and ready to eat. In addition, Mr Abdul Halim has his own *kuih traditional Melayu* recipe that retains its original taste.

Last but not least, Mr Abdul Halim and his wife will make sure that Siti Akila Enterprise will serve the *kuih traditional Melayu* by maintaining the authenticity of the *kuih traditional Melayu* itself. In the nutshell, Mr Abdul Halim will continually strive to make Siti Akila Enterprise will be more advanced in the future and he hopes that his products can be marketed globally.

1.0 INTRODUCTION

Outline for Purpose of Study

Definition of SME	Title of Journal	Author	Year
The small and medium enterprises (SMEs) are backbone for Malaysia's economy. According to Finance Minister II Datuk Seri Ahmad Husni Mohamad Hanadzlah, SMEs comprises 99.2 percent of the total registered business establishments in the country and contribute 56.4 percent to employment, they only contribute about 32 percent to gross domestic product (GDP) and 19 percent to total export for the year 2005(SMIDEC, 2008).	The Role of Accounting Services and Impact on Small Medium Enterprises (SMEs) Performance in Manufacturing Sector from East Coast Region of Malaysia : A Conceptual Paper	Mohd Azian Husin, Mohamed Dahlan Ibrahim	2013
1) Small and medium enterprises (SMEs) represent the backbone of economic development of any country. 2) According to ASEAN (2012), small and medium enterprises (SMEs) represent more than 95% of all business enterprises which are nevertheless major actors in economic developments of a country.	Assessing the Supply Chain Intelligence Practices of Small Medium Enterprises in Malaysia	Nor Siah Jaharuddina*, Zuraina Dato' Mansora, and Samsudin Yaakoba	5th & 6th October 2015
SMEs defined in Malaysia based on the industry categories and number of full-	Assessment of Leadership Effectiveness	Mitra Madanchin and Hamed Taherdoost	2019