



اوتيوستيتي تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA

PERENCAH MEE BANDUNG 100% ASLI DARI MUAR

Mak Pon

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COMPANY ANALYSIS

JJ MAK PON

PRINCIPLE OF ENTREPRENEURSHIP (ENT 530) : CASE STUDY

FACULTY & PROGRAMME : BUSINESS AND MANAGEMENT

SEMESTER : 3

PROJECT TITLE : CASE STUDY JJ MAK PON

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EXECUTIVE SUMMARY

Mee Bandung or Mee Bandung Muar is a traditional Southeast Asian cuisine which is this dish originated from Muar, Johor, Malaysia. The word "Bandung" is derives from the literal meaning of the word in Malay language which if roughly translates as mixed or paired. Many people had misconception that think the name "Mee Bandung" originated from the Indonesia Country which is Bandung City, which leads the terms "Bandung" and these "Bandung City" is unrelated at all.

Mee Bandung is a dish that originally consist the combinations of thick yellow noodles, and the soup is made of the mixture of onions, chilies, eggs, dried shrimps and shrimp paste. Later, there is improvises which is there an addition of variety of condiments such as fishcakes, shrimps, boiled eggs, beef and a little bit of lime juice. Even though Mee Bandung is available throughout Malaysia, the best version of Mee Bandung which is guaranteed the delicious taste is served in Muar.

Paste Mee Bandung Mak Pon is the main company's product of JJ Mak Pon. JJ Mak Pon was found by Abdul Hamid Bin Abu Hassan .The Company was started small and this is family business. In 2000 until 2009 they operated this business from their home about 9 years, later Encik Abdul bought his own store to be their factory to produce their products which is at 1, Jalan Junid, Taman Lembah Padang, 84000 Muar, Johor.

JJ Mak Pon Recipe if came from Encik Andul Hamid mother which is Puan Pon Mahmud. Based on Encik Abdul, his mother loved to cook and all of his family and their neighbor loved to eat his mother's mee bandung, which the original recipes came from own mother itself. Their company name also comes from his mother's name which is Puan Pon.

JJ Mak Pon will always prepare the high quality and the freshness of every paste had been produced. They also believe that they will continually strive for innovation and improve each of their products. They also always make an innovative to make variety of paste to increases their products lines. This also helps them to improve to achieve their company goals.

1.INTRODUCTION

1.1 BACKGROUND STUDY

Based on journal that been research, small and medium-sized enterprise (SMEs) is non-subsidiary, independent firms which employ less than a given number of employees. However, in Malaysia, 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 (SMECORP,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.

TQM is stands for total quality management. It also a core definition of total quality management (TQM) and it describes a management approach to long term success through customer satisfaction. TQM can be summarized as a management system for a customer-focused organization that involves all employees in continual improvement. It uses strategy, data, and effective communications to integrate the quality discipline into the culture and activities of the organization. TQM is used in many industries, including, but not limited to, manufacturing, banking and finance, and medicine. These techniques can be applied to all departments within an individual organization as well. This helps ensure all employees are working toward the goals set forth for the company, improving function in each area. Involved departments can include administration, marketing, production, and employee training.

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 is a visual representation of current or new business models, generally used by strategic managers and the Canvas provides a holistic view of the business as a whole. The business model canvas categorizes the process and internal activities of a business into 9 separate categorizes, each representing a building block in the creation of the product or service. Which is in Business Model Canvas has 9 categories among them is Customer Segment, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnership and Cost Structure.

1.2.1 PROBLEM STATEMENT

2.1 Existing Problem

2.1.1 Marketing Problem

Each of the business will having problems while manage the company whether it is internal or external of the business. Hence, it is the responsibility of the entrepreneur to solve the problem diligently and take the actions from many sides to make the best solution.

There are many problems that can be arise while run the business such as problem in the operation, marketing, technology or product oriented. In JJ Mak Pon, marketing strategy is one of the problem that their faces, because they did not know how to introduce their products directly and indirectly. For example, when they release their new product, they do not promote the product frequently at their Facebook page and they also less active in using Facebook as advantages to them. This is one of major reasons attributes to failure of companies is the absence of well formulated strategy.

2.1.2 Lack of Skill Employees

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 problem in JJ Mak Pon is the lack of skill employees, because in the company they did not have a specific training for using the machine for the production, so it will lead to the low productivity when new employees use the machine. According to journal of Cleaner Production 108 (2015) 1365-1374 by Farizah Sulong, the lack of technical and knowledge and training is where challenges which have been risen include the inaccurate identification of environment cost.

2.1.3 Many Competitors

Every company faced the same problems when they set up the company and JJ Mak Pon also faced the same situation. There also many competitors for JJ Mak Pon whereby their company also in Muar, Johor. For example: Adami Food and Spice Industries, Haji Senan Food Industries and Maharani Best Enterprise. According to the journal by Nor Siah Jaharuddin, Zaraina Dato' Mansor, and Samsudin Yakkob, title " Assessing the supply chain intelligence practices of small medium enterprise (SME) in Malaysia" that SME's have much more constraint and easily prey for their survival.