



**THE BUSINESS SUSTAINABILITY AT
AZAD FOOD INDUSTRIES**

**NORFARRAHLIA BINTI SACHIL
2013141701**

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JULY 2017

ACKNOWLEDGEMENT

“In the Name of Allah, the Most Gracious, the Most Merciful.”

Praise to Allah S.W.T, Most Merciful and Beneficient, and peace upon his messenger Holy Prophet Muhammad S.A.W. All praise is due to Allah the giver of all knowledge.

Special thanks to my advisor, Puan Jaslin binti Md. Dahlan for her guidance, knowledge and suggestions. I really appreciate her guidance from the initial to the final level that enabled me to develop an understanding of this research thoroughly. I also sincerely thanks for the time spent checking and correcting my mistakes. Without her guidance and support, I will not be able to complete this thesis.

I acknowledge my sincere indebtedness and gratitude to my parents for their love, dream and sacrifice throughout my life. I am really thankful for their sacrifice, patience, and understanding that were inevitable to make this work possible. Their sacrifice had inspired me from the day I learned how to read and write until what I have become now. I cannot find the appropriate words that could properly describe my appreciation for their devotion, support and faith in my ability to achieve my dreams.

Lastly I would like to thanks any person which contributes to my final year project directly on indirectly. I would like to acknowledge their comments and suggestions, which was crucial for the successful completion of this study.

ABSTRACT

This study is to identify the important characteristics that company need to consider surviving in the business. Thus it can be used to help the company for more sustain and success in this business. Azad Food Industries practice business to business (B2B) and business to consumer (B2C) in the business. This company has existed for a long time but their problems are the products and the brand is not well known to the Malaysian market until now. The method for this research paper uses qualitative study. To conduct the qualitative study, interview sessions were conducted. The usage of qualitative is to investigate what are the business principle that this company use to sustain in the business. The findings showed that the general attitude towards sustainability was very positive for the company. From that it can be concluded that the people are involved in the organization are important to drive the business become success and make the business will maintain in the industries for the future. Besides that, there are many positive impacts for the company itself and for the people who are unemployed. From the research we can see that the SMEs Company will reduce the rate of unemployment in the country because it will give the more employment opportunity to the community. It also show that the obstacle and the barrier will impact the business to maintain and sustain in the market.

TABLE OF CONTENT

Declaration of Original Work	i
Letter of Transmittal	i i
Acknowledgement	iii
Table of Content	iv
Abstract	vi
Chapter 1: Introduction	
1.0 Introduction	1
1.1 Background of the study	1
1.2 Organization background	2
1.2.1 Nature of business	3
1.3 Issues and problem statement	4
1.4 Research Objectives	6
1.5 Research Questions	6
1.6 Significance of study	6-7
1.7 Scope of study	7
1.8 Limitation of study	7-8
Chapter 2: Literature Review	
2.0 Introduction	9
2.1 Business sustainability in SMEs business	9
2.2 The principle of sustainability	10
2.3 Factor of business sustainability	11
2.4 The impact of sustainability	12
2.5 The barrier of sustainability	12-13

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this chapter will be discussed the background of study, problem statement, company background, organization structure, research objective, research question significant of study, scope of study and limitation.

1.1 BACKGROUND OF THE STUDY

Referring to Perbadanan Pembangunan Industri Kecil dan Sederhana (SMIDEC) , Small and Medium Enterprise (SMEs) is defined as manufacturing companies or companies providing manufacturing related services with annual sales turnover not exceeding RM 25 million and employs a staff of full-time does not exceed 150 people. Based on the website of SMIDEC 2014, the meaning of SME also will change from time to time or even from situation to situation.

SME is also defined in terms of the size of its capital. Industrialized Ordination Act 1975 (Amendment 1986) defines small industries as manufacturing companies that have shareholders' funds of less than RM50,000 and medium industries as companies with shareholders' funds of RM50,000 to RM2.5 million. Companies with more than RM2.5 million funds are considered as a major industry. SMEs are defined by reference to the number of employees is a small industrial enterprises and firms who have full-time employees less than 50 people. While medium industry is a business entity or company that has a staff of 50 to 199 people and large-sized industrial firms which are categorized in a number of employees over 200 people.

According to Business Statistic (2016), Small and Medium Enterprises (SMEs) are an important component of economic growth. The industrial sector has helped reduce unemployment. Due to the small and medium enterprises (SMEs) play a role and contribute significantly to the national economy, the government focused on the development of Small and Medium Enterprises (SMEs) outside the city as a major source of the country's important to transform Malaysia's economic policies to the new