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UNIVERSITI
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CASE STUDY

KZ ANEKA KEREPEK ENTERPRISE

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1.0 EXECUTIVE SUMMARY

For this case study, I have interviewed Mr Kasim the owner of KZ Aneka Kerepek Enterprise, a sole proprietorships business that sells variety types of 'kerepek' and 'Muruku' in Jalan Pahang, Tapah, Perak. The business has been operated successfully for about 9 years. However, the result from the interview session, we have identified three main problems that currently affect the business operation and will give long term effects in future.

Some of the problem arose from the external environment, for instance the competition with business rivals around the same area. KZ Aneka Kerepek Enterprise need to put a lot of effort to get the customers around Tapah area since there are a lot of other Kerepek Retailers around Tapah. Moreover, there is also a Muruku Factory near Tapah that can produce Muruku products in a large quantities, low cost and short time.

On the other hand, the problem also arose from the internal factor such as lack of transaction recording for their profit or loss in business. Since the owner of KZ Aneka Kerepek Enterprise does not have basic knowledge about accounting, he only records the daily sales amount and do not make a proper savings. Hence, it is hard for him to decide the profit or loss from his business operation.

On top of that, the company also faces the problem to store his inventory properly. This is because his products will get spoiled easily in almost 3 weeks and this problem will lead to the business loss since he cannot sell the scrap products.

In this case study, I will discuss all these problems and suggest the best alternative solutions that KZ Aneka Kerepek Enterprise can be afford so they can become better for the future.

2.0 INTRODUCTION

KZ Aneka Kerepek Enterprise started in 2012 selling varieties of kerepek and Muruku. This business not only selling but the process packaging was done in this business. The founder of this business that located at Jalan Pahang, Tapah Perak is Mr. Kasim. Mr. Kasim have guts to start his own business in 2012. Basically, this is a family business where almost of the workers are his children. The business operates direct selling where it sells the product at his own shop and at the night market. Despite there is a lot of competitor they still managed to maintain the business.

The purpose of this case study is to develop a new experience about entrepreneurship and business related. Other than that, I have identified every strength, weaknesses, opportunity and threats in a business. Moreover, i also need to give an idea of solution to solve problems from the business itself that have been found. It is really good alternative for students like me to learn better by real life example. Besides, this case study can also help every student to get some experience before they started their own business. On top of that, i would also be able to improve problem solving and decision-making skills. Furthermore, through this case study students would be able to improve communication skills and enhance soft skills and time management, especially to do individual task like this.

Every business must have a problem either it is big or small. For KZ Enterprise there is three major problem. The first one is their rival at their area. The technology and cost of making kerepek of their rivals is lower compared to the KZ Enterprise. With the modern technology it can produce a huge quantity at a time. This caused disadvantage to KZ. Second one is the product itself. The product is perishable because it can only hold for 3 weeks. Other than that, the packaging of the product is outdated. Even though the product is still new due to packaging its look old and customer always complained about it. They even asked either is this a new product or the old one and made the customers doubtful to buy their products. Third is financial statement. The company does not have a book keeping for their sales and what they bought for making the kerepek and basically it operates based on assumptions. They only care about the profit and the cost of making. Moreover, the owner also doesn't have basic knowledge about accounting. From this case study, I hope that I can help the KZ Aneka Kerepek Enterprise to solve all their problems and become one of the best kerepek sellers around Tapah District.

3.0 COMPANY INFORMATION

3.1 Background of KZ Aneka Kerepek Enterprises

Mr. Kasim bin Osman, the founder of KZ Aneka Kerepek Enterprises has 10 years experiences in the business field. He started his career as a small vendor at night market around Tapah and Sungkai since 2007 selling foods such as Nasi Lemak and several kinds of kerepek. Starting 2012, after receiving helps from Lembaga Pemasaran Pertanian Persekutuan (FAMA) in form of business equipment such as tent and capital, Mr. Kasim start opening his own Kerepek's Shop in front of his house. The business is located at the Jalan Pahang, Tapah, Perak, beside the main road to the Lebuhraya Utara Selatan Highway (PLUS) and Cameron Highlands. From year to year, he keeps expanding his business until he can build his own kerepek store worth RM 20,000. Mr. Kasim's family are the one who helping him a lot in running his business. From days to days, his customer keeps increasing and now his is one of the most famous kerepek sellers in Tapah District.

3.2 Organizational Structure

