

APPENDIX I



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY ON ASPAJATI SDN. BHD.

PREPARED BY:

	NAME	METRIC NO.	PROGRAM/GROUP
1.	Joel Laing Luyoh	2018211554	EE1114A
2.	Timothy Kana Anak Intai	2018272168	EE1114A
3.	Mohammad Nazri Bin Mohd Arsid	2018431802	EE1114A
4.	Fitzgerald Ngelambai Dampa Anak Inging	2018420578	EE1114A
5.	Simon Suli Anak Bau	2018275572	EE1114A

PREPARED FOR,
MDM NURUL LIZZAN BINTI KAMARUDIN

SUBMISSION DATE
05/05/2020

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	v
1. INTRODUCTION	1
2. COMPANY INFORMATION	2 - 8
2.1 Background of the company	
2.2 Organizational Structure	
2.3 Products/Services	
2.5 Business, marketing, operational strategy	
2.6 Financial achievements	
3. ISSUES/PROBLEM IDENTIFICATIONS	9 - 11
4. COMPANY ANALYSIS	12
5. DISCUSSION	13 - 15
6. CONCLUSION AND RECOMMENDATION	16 - 17
REFERENCES	18
APPENDICES	19

Executive Summary

Aspajati Sdn. Bhd. is a Malaysian oil and gas services company. They supplies a lot of their products to big companies such as Petronas, MLNG, Shell MDS and many more. Aspajati also is known as Pertronas's best vendor back in 2015 and was given by our ex Chief Minister, Adenan Satem. The man behind the great success of the company is Sir Luyoh Akah, Managing director of Aspajati Sdn. Bhd. Today, the company's performances are still stable and slowly upgrading their services and the contributors of the company are mainly other companies of oil and gas. The company have a lot of chances to become a big company. So, there is a big question on what leaves this company still remains on what position they are today. From our case study, we manage to find out more background of the company and as well truth to the questions we need.

Introduction

One of the successful businessmen once said, “Failure defeats losers, failure inspires winners”-Robert T. Kiyosaki. He is an American businessman and author and also the founder of Rich Global LLC and the Rich Dad Company. The quotes are so meaningful for us as an entrepreneur to build our empire to become more successful in the future. This spirit of business are also shown by Aspajati Sdn. Bhd. that we choose out one from many companies out there for our case study. This company have some of unique characteristics that took our attention while searching on the web.

The purpose of this study is to learn and apply the basic concepts that we have learn so far on real-life business situations. In this case study, there are so many things that the company has gone through until it become successful. There are some problem faced by this company such as competing with other companies to supply product to Petronas and MLNG, compete the quality and the best deals of products and services against other companies, attitude of employees and many more that we will discuss in detail later. The company has maximize their strength to solved those problems that we found in our case study.

One the theory implemented in this case study is SWOT analysis. This analysis helps us to understand the strength, weakness, opportunities and threats inside the company. As we all know that what’s SWOT stand for. This analysis as well helps us to create and plan our business plan well for our upcoming individual case study task.

This company have so many things that we can learn to gain more knowledge to apply that in real-life business situations. In our case study, we take out all advantages that we have to dig in the information about the company. We include all the information needed such as the background of the company, organizational structure of the company, product and services, marketing strategies, financial achievements and so on. We are pretty sure that the time that you spent to read our case study will be valuable and we can get more knowledge especially about business as one popular proverb said that ‘knowledge is power’.

COMPANY INFORMATION

- **Background**

The name of the company is Aspajati Sdn Bhd, a Malaysian oil and gas services company. The managing director and founder of the company is named Luyoh Akah. He is the man that starts the company and the man behind all the hard work that has been paid off. Aspajati was established on the 16th of May, year 2002 as a private limited company with Head Office in Bintulu, Sarawak. Aspajati is a licensed PETRONAS vendor with over a decade-long track of performance and reliability in the local oil and gas industry, serving industries in Malaysia including Federal territory of Labuan.

The vision of the company is to be a preferred business partner in supplying and providing services for total sealing solution and firefighting equipment and foam system.

Meanwhile, the mission of the company is to maintain a continuous improvement in their services supplying of sealing products and firefighting equipment, through commitment to meet the customers requirement, a win-win partnership with their Principals and synergy with relevant service providers in the industry.