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COMPANY ANALYSIS

PERUSAHAAN MAKANAN MERU



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

CASE STUDY

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EXECUTIVE SUMMARY

Perusahaan Makanan Meru (PMM) offers many kinds of traditional food especially bahulu. They are located at Kampung Sg Sireh Tambahan, Klang and owned by Mr Razif and her wife, Mrs Christina Latifah Binti Abdullah. There are many types of bahulu that can attract customer's attention and those who love new style of bahulu.

Bahulu is a traditional Malaysian pastry similar to the Madeleine cake despite with round shapes and different ingredients. It is usually served during Eid al-Fitr as well as during the Chinese New Year. Generally, bahulu is made from flour, egg and sugar with correct measurement to maintain the quality and originality.

The customer can be identified as adult men and women who want to make any events or celebrations with a delicious bahulu as a side food there. Usually, their peak sales are in November and December. This is because a lot of people make a wedding reception during school holiday. PMM offers a very affordable price of bahulu to the customers while maintaining the quality and traditionality.

1. INTRODUCTION

1.1 Background of the Study

All UiTM students who further their study at bachelor level need to take Principles of Entrepreneurship course or ENT530 to give guideline and to expose to the students about business orientation. In this course, students will conduct a case study to any Small and Medium Sized Entities (SMEs) type company or business.

In this case study, students are required to interview any SMEs company or business to get two or more problems that faced by the company or business. After the analysis of the problem have been made, the solutions for the problems arise should be recognized too. The benefit for this case study is that the students will gain more knowledge in how to conduct a business. Next, students will be exposed on how a company run their business. Thus, this case study project is a good medium for students to learn and improve their problem solving skills. This case study was conducted on Perusahaan Makanan Meru which is a business that produces various types of pastry and also provide service to produce goodies for any events. Our group want to get information on problem that faced by this business.

Entrepreneurship education seeks to provide students with the knowledge, skills and motivation to encourage entrepreneurial success in a variety of settings. Variations of entrepreneurship education are offered at all levels of education from primary or secondary schools to graduate university programs. Entrepreneurship education focuses on the development of skills and knowledge that enable the realization of opportunity in business.