



TECHNOLOGY EBRTREPRENEUSHIP

CASE STUDY

NIFA BIOTECH INDUSTRY SDN BHD

PREPARED BY : MOHAMMAD HAFIZ BIN AMRI

MATRIX NUMBER : 2019398797

GROUP : D2 CS241 6D

**PREPARED FOR : YUSRINA HAYATI BINTI NIK MUHAMMAD
NAZIMAN**

TABLE OF CONTENTS

	TITLE PAGE	PAGE
	TABLE OF CONTENTS	2
	EXECUTIVE SUMMARY	3
1.	INTRODUCTION	
	1.1 Background Of The Study	4
	1.2 Problem Statement	4
	1.3 Purpose Of The Study	4
2.	COMPANY INFORMATION	
	2.1 Background	5
	2.2 Organizational Structure	6
	2.3 Products / Services	7
	2.4 Technology	8
	2.5 Business, Marketing, Operational Strategy	9
	2.6 Financial Achievement	9
3.	COMPANY ANALYSIS	
	3.1 SWOT	10
4.	FINDINGS	12
5.	CONCLUSION	13
6.	RECOMMENDATION AND IMPROVEMENT	14
7.	REFERENCES	15
8.	APPENDICES	16

EXECUTIVE SUMMARY

NIFA Biotech Industry is also a factory that is given full rights and trust to produce quality formulated products and give good impression by customers across the country to process and manufacture products for distributors. With this, NIFA Biotech Industry Sdn Bhd can market at a very competitive price. R&D research is also done by consulting local universities such as USM, SIRIM, and UKM. The company also enlisted the services of a laboratory analysis division consultant to ensure that the products produced are safe and free from any contamination of microbes, heavy metals, and prohibited substances.

The management of the company is led by Mrs. Nik Huslizal Binti Hussin as the Managing Director and Mrs. Wan Norfazilah Binti Wan Yaakub as the Deputy Director as well as a line of staff [management consisting of administrative, production, R&D, Quality Control and marketing units who have a lot of experience and have served the factory. In terms of production, the factory employs 20 people in running production products for its own brand and manufacturing contracts with customers. As a result of this increasing demand and productivity, the company also recruits contract workers to facilitate product production and smooth the movement of factory operations.

NIFA Biotech products are called NIFA CAFÉ & IRIES CAFÉ. NIFA CAFÉ is managed by the Company Distributor in Bangsar, Selangor, Anaba Trading Sdn Bhd is responsible for marketing this product throughout Malaysia as well as supermarkets and hypermarkets. While Iries café is marketed retail and wholesale only. NIFA Biotech also accepts OEM Contract orders (Original Equipment Manufacturing) to customers. Extensive marketing planning has been arranged to achieve encouraging sales targets overseas.

1. INTRODUCTION

1.1 Background of the study

An Original Equipment Manufacturer or OEM is a company that manufactures and sells products or parts of a product that their buyer, another company, sells to its own customers while putting the products under its own branding. Most of OEM companies commonly in computer industries and some of them are in pre-mixed drinks.

Originally OEM was an adjective only used to describe a company that produced items to be marketed under another company's brand. Although this is still the norm, OEMs have begun in recent years to sell their products more widely and in some cases, directly to the public.

In the past these premixed drinks were processed from raw materials and turn into a drinks without the consumer ever becoming aware of who made the products. In most cases, consumers did not care as long as the product worked as expected.

1.2 Problem statement

- i. The company is lacked of storage to place their customer product. Due to increasing demand and they only has one storage place, they cannot accept more jobs as their space is limited.
- ii. Due to pandemic Covid-19, their supplies for the raw materials are not affected but the price is quite high than usual as the result the price of the product will be higher than usual.
- iii. Due to the location, the rent has been increasing. This can affect the business as they need to increase their services and products prices.

1.3 Purpose of the study

- i. To provide solutions and recommendations that enhance the company's performance
- ii. To find out the process of daily business operations of the company
- iii. To identify the major issues or problems experienced by the company

2. COMPANY BACKGR/OUND

The company NIFA BIOTECH INDUSTRY SDN BHD is started in 2012 with RM50, 000 capital. This means that the company has been in the industry approximately more than 8 years. According to the owner, this business is started because she want to gain new challenge as she already work for SERI MH UMMI SDN BHD for 8 years as s supervisor. This business is an expression of gratitude to the owner's parents for their love, care and support towards her since she was born.

2.1 Background

- Founded in 2012
- Sdn Bhd company
 - ❖ Nik Husliza Binti Hussin – founder and CEO
 - ❖ Wan Norfazillah Binti Wan Yaakub – vice director
- Kelantan based
 - ❖ LOT 3371, KOMPLEKS MAKANAN HALAL PKINK, KAWASAN PERINDUSTRIAN PENGKALAN CHEPA II, MUKIM PANCHOR, KEMUMIN, 16100 KOTA BHARU KELANTAN.
 - ❖ 09-7730724