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UNIVERSITI
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

MAMENA ICE CREAM ENTERPRISE

Limited company (Sendirian Berhad) and Sole Proprietorship

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Executive Summary

The case study that has been done by ENT300 students of UiTM is important because it can enhance a student's skills on how to evaluate on a company based on a company's problem and the solutions that the company has tried to use to surpass the problem. The target that my team has chosen is Mamena Ice Cream. The company that we interviewed is one of their branch that is located in Kota Samarahan. The method that we use to search for data is face-to-face interview with the manager who is currently working at the Kota Samarahan branch.

The branch that we choose for our project is situated at Summer Shopping Mall, Kota Samarahan. It was established in 2013 and was owned by Madam Amalina Mamena binti Mohamad. Its business operation started from 10a.m until 10p.m daily. Their target market are mostly adults, students and also children. The location that the shop was situated gave it plenty of competitors mainly Singapore Chicken Rice restaurant (SCR) and Kentucky Fried Chicken restaurant (KFC) because most of their target market especially students are prone to buying fast food instead of dessert.

Mamena Ice Cream has their own strengths where they have a strategic location which is Summer Mall where it is the centre location of students especially UiTM and UNIMAS. They practice a good hygiene. Good hygiene is most important things to be applied while preparing the food, serving food to the customer, kept a proper hygiene on the surroundings of the restaurant or in any circumstances.

However, despite their strengths, they still facing some problems and weaknesses such as poor marketing strategies and poor equipment and machinery. However, in order to solve this problem, Mamena Ice Cream in Summer Mall they can upgrade their equipment and also the formula to ensure that their product can kept in long period.

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1.0 INTRODUCTION

Entrepreneurship involves not only the process that leads to the setting up of a business entity but also the expansion and development of an on going concern. The study of entrepreneurship is concerned with the entrepreneurial behavior, the dynamics of business set up and expansion and development. According to Carl Menger (1871), the entrepreneur acts as an economic agent who transforms resources into products and services.

The entrepreneur transforms and gives added value. Entrepreneurship important to Malaysian economy because it is the symbol of business steadfastness and achievement. Entrepreneurial revolution is critical to economic growth. So, entrepreneurship may affect our future in many ways even though through innovation but represent the working future for many of us due to lays off by large organization and shrinking of job opportunities for graduates

Entrepreneurship education prepares people to be responsible and enterprising individuals. It helps people develop the skills, knowledge, and attitudes necessary to achieve the goals they set out for themselves. Evidence also shows that people with entrepreneurial education are more employable. Entrepreneurship education important because young people mostly like to set up their own business.

Young people like to set up their own business because they want to earn extra income while they are employed. In addition, this education empowers people to have self discipline since entrepreneurship involves taking well calculated risks. Those who have been through these kind of experience will be able to recognize an opportunities.

However, to be an entrepreneur is not easy. There are many challenges and problems that need to faced by entrepreneur. Hiring employees is the mostly problem that faced by entrepreneur because hiring employees process can take several days.

2.0 COMPANY INFORMATION

Mamena ice cream or known as “Always” for the first name. It was established in 3 March 2017. It is located at the Summer Mall at Samarahan and E-mart Matang at Kuching. They open the shop at Summer Mall as a strategic location in order to attract many students and those who interested to feel the delicious desserts thus to increase the profit.

The founder of Mamena ice cream is Amalina Mamena also known as “Kak Teh”. She studied Master of Sciences in Applied Statistics at University Malaya since 2012 and graduated from University Malaya on 2014. Amalina Mamena was born on June 16, 1989 and she married with her husband Muhammad Ezra Ezwan. She started this company in 2017 with her husband as the sole founder and the only staff in the company.

After a couple of years operation also having a good business. They also have their own factory to produce more ice cream and it was located at Bako. Kak Teh started to add more employees in their company. At the end of the month in 2017, there were 4 employees at the shop and 1 in the factory. One of the employees is Khuwarizmi bin Mohammad, 25 years old. His role in Mamena ice cream is as branch manager in Summer Mall. Besides that, the salary for the part time employee is RM35 per day.

For Mamena ice cream, we found of that the Mamena ice cream using only two kind of business entities that is Limited company (Sendirian Berhad) and Sole Proprietorship. “Limited Company” is categorize by two type that is Sendirian Berhad and Berhad. For Mamena ice cream, their company use Sendirian Berhad. Sendirian Berhad is a private limited company, it is prohibited any invitation to the public to subscribe to any of its share. Minimum members in a private limited company is minimum only 2 and the maximum is 50.

In addition, Berhad means public limited company where it is open any invitation to the public to subscribe and shares can be offered to the public. The minimum member of the public limited company is 2 and maximum of unlimited amount of member.