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UNIVERSITI  
TEKNOLOGI  
MARA

**ENT600 – TECHNOLOGY ENTREPRENEURSHIP**

**CASE STUDY OF**

**HAJJAH AMINAH FOOD INDUSTRY Sdn Bhd (HAFI)**

*Hajjah Aminah*  
HALAL, FRESH AND CLEAN (504695-T)

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## **1. INTRODUCTION**

### **1.1. Background of Study**

With a wide variety of packaged food with Asian tastes, Malaysia's food industry is as diverse as the country's multi-cultures. Malaysians own the majority of the food processing industry. Global retail sales of food products are currently valued at around US\$3.5 trillion, and are projected to rise at a rate of 4.8 percent per year to US\$6.4 trillion by 2020.

In 2011, Malaysia remained a net food importer (RM34.5 billion). Cereals and cereal preparations (RM7.2 billion), vegetables and fruits (RM4.2 billion), cocoa (RM3.6 billion), sugar and sugar confectionery (RM3.4 billion), and animal feed (RM3.4 billion) were the top food imports (RM2.8 billion). Cereals and dairy products are also being imported as raw materials for further production. Malaysia exported food products worth RM20.6 billion to over 200 countries in 2011, with processed food accounting for approximately RM13.5 billion of that total. Cocoa and cocoa preparations (RM3.8 billion), prepared cereals and flour preparations (RM1.6 billion), and margarine and shortening (RM1.6 billion) were the three most important exports (RM1.3 billion). Singapore, the United States, Indonesia, and Republic of China were major export destinations.

Small and medium-sized businesses dominate the Malaysian food industry. Fish and fish products, livestock and livestock products, fruits, vegetables, and cocoa are the main subsectors.

Processed seafood products, such as frozen and canned fish, crustaceans and mollusks, surimi and surimi products, are all part of the fisheries products sub-sector. This sub-sector is focused on exports and continues to be the largest contributor to processed food exports.

### **1.2. Purpose of Case Study**

To be able to talk about how to start a company. Then, to analyse a company's competitive position (either in terms of product, service, or the company's overall situation) and make a technology-based solution suggestion for a dilemma.

### **1.3. Problem Statement**

According to Ismail Ruiz (2018), one of business problem that this project was created to address is invisibility of business.

Without ads, there is little or no understanding about who the organisation is and what it offers. The firms with the most aggressive ads are often more visible to buyers. It makes no difference how good a product or service is if no one is aware of it. Simply put, if a corporation does not advertise consistently and efficiently, it does not exist (Hernandez, n.d).

When we talk about products, of course the prices is a question for most customers, not least for HAFI's customers. Since we have many food industries in Malaysia, it will create an atmosphere of price comparison by customers especially for customers who come from lower income group.

According to Devon, n.d., local store marketing is more critical than ever in your marketing toolkit, whether you own a small company or work as a marketing professional for a large corporation. Your company can lose out on customer growth and loyalty if you don't concentrate on local marketing efforts and strategies.

## **2. COMPANY INFORMATION**

### **2.1. Background**

On page of Hajjah Aminah Food Industry Sdn Bhd (2019), on February 2, 2000, Hajjah Aminah Food Industries Sdn Bhd (HAFI) was established, taking over the name of Oz-Asian Food Services Sdn Bhd. The business was formerly headquartered in Melbourne, Australia, at Oz-Asian International Pty, Ltd. In the early 2000s, the business concentrated on producing raw and cooked portion-controlled New Zealand and Australian meats for major franchise chains, airlines, western dining restaurants, and hotels in Kuala Lumpur. In 2005, this company assisted in the establishment of West Food Cafe in Puchong, and later in 2008, HAFI collaborated with Carrefour to open a network of cafes known as "Hello Italy." In 2009, HAFI ended its business partnership with Carrefour to make way for the new image of the target organisation, HAFI cafes in Putrajaya.

The R&D team at Hajjah Aminah Food Industries Sdn Bhd creates new recipes and offers OEM services for a variety of halal foods to customers. They have Jakim Halal, Good Veterinary Hygiene Practice (GVHP), and MARDI Quality Assurance System certifications (M.Q.A.S).

In 2008, HAFI relocated to Kuala Lumpur to concentrate on meat-based food processing. The company was founded as a central kitchen production facility in order to focus on niche markets where goods are fully cooked and ready to eat. Production facilities are currently located at 81A-81B, Jalan Haruan 5/4, Oakland Commerce Square, Seremban, Negeri Sembilan, 70300. In 2008, HAFI relocated to Seremban to concentrate on producing value-added meat-based and related items for the airline industry.

## **2.2. Organizational Structure**

Founded by Puan Hajjah Aminah and Puan Norlia Yusof.

## **2.3. Products / Services**

HAFI products range includes potess range of products, Moroccan range of products, precooked meats, meat ball, vaco olive oil and kaya durian. What is interesting here, HAFI also states their objective in this industry. Among the stated objectives are to provide Halal food and services, as well as ensure their protection and efficiency, with the tagline "Voice of the Consumer," to happy customers, maintain process management and timely delivery, to establish a positive customer-supplier relationship, to completely implement the HAFI scheme and to ensure that the food safety framework is updated on a regular basis.

## **2.4. Business, Marketing, Operational Strategy**

HAFI also have their current strategy such as promotion and joint the event. As for promotion, the company's current marketing strategies include providing their products to Malaysia Airlines, Qatar Airways, Firefly, and other schemes to sell their products to customers. They will launch and market their goods primarily to passengers traveling inside and outside the country in this manner. They often use social media platforms to introduce their products, such as the <http://www.hafi.com.my/> forum, which helps people to quickly find out about the business and the products they sell.

Next, for joint the event, they take part in carnivals organised by entrepreneurs both within and outside of the world. Halal Fest, FAMA, SMEs, and other organisations are examples. This allows them to get their goods closer to the community by participating in carnivals. This will assist them in making their goods popular in the local market by word of mouth, as people who participate and try their products will be able to spread the word to others. This will assist them in making their goods popular in the local market by word of mouth, as people who attend and

try their products can pass the product on to others such as family, colleagues, and neighbours.

### 3. COMPANY ANALYSIS

