DIBUK

COMPANY ANALYSIS

DIBUK SDN. BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY	:	**FACULTY OF COMPUTER & MATHEMATICAL SCIENCES**
PROGRAMME	:	**BACHELOR OF SCIENCE (HONS.) STATISTICS**
SEMESTER	:	**6**
PROJECT TITLE	:	**TOP COMMERCIAL RICE MILLS IN PERLIS**
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I am are over helmed in all humbleness and gratefulness to acknowledge my depth to all those who have helped me to put these ideas, well above the level of simplicity and into something concrete.

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EXECUTIVE SUMMARY

During sixth semester of student bachelor in statistics, it is a part of study for everyone to undergo a case study project. The purpose of the case study is to determine the lacking that occur in Dibuk Sdn. Bhd. Company in term of management, marketing or operation. To fulfil task that been given, Dibuk Sdn. Bhd. Company has beed selected as my case study.

This company located at Jalan Simpang Empat is basically a commercial rice mills and investment holding company. This company leads by Tn. Hj. Marzukhi bin Hj. Othman as Managing Director.

The general information of the company has been gathered through the primary sources which is interview session with the owner of this company himself. Secondary source as well had been collected through internet, electronic newspaper and the company portfolio.

I observed every products, services and technology that being used in this company. I also do some research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

Next, the company was analysing using a simple but useful framework for analysing called strengths, weaknesses, opportunities, and threats (SWOT) analysis. Every elements needed in this analysis was analysed and filled based on their business, marketing and its operational strategy.

Thus, from the result that being carried out from this analysis, I determined some of the problem that this company faced and their solutions to overcome and to fulfil their needs. I also came out a few recommendations such as open a few more branches and employ more workers during harvest season.

1. INTRODUCTION

1.1 Background of Study

Perlis is known as one of the largest paddy producing states in Malaysia and becomes one of the main economy activity in Perlis. There are several rice mills exist in Perlis since rice production is main economic income in Perlis.

Many entrepreneurs see the opportunities that provided in this sector. One of them is founder of Dibuk Sdn. Bhd., Tn. Hj. Marzukhi bin Hj. Othman. He involves in this sector since young age. He had been exposed in this sector by his father that also own a small rice mill in Perlis.

His success in expanding his empire until become one of the biggest paddy production in Malaysia triggered my interest to make his company as my subject in this case. This case study is based on Dibuk rice mill in Simpang Empat, Perlis.

1.2 Problem Statement

Since there are many rice mill exist in Perlis, there are a few competition and obstacles that been faced by Dibuk rice mill in order to maintain their productivity in this sector. Problem such as their regular customer or regular farmer do not sell their paddy to Dibuk rice mill anymore because other rice mill company purchase with high price.

Besides, the efficiency of the machines operation in Dibuk rice mill also play an important role. If one of the machine is not in good condition, the entire process of rice production will be interrupted. They need to service their machine repeatedly to reduce error in producing rice with high quality. The maintenance also

This company need to sort out a few strategy to overcome this problems in order to maximize the profit and minimize the capital.