

C8-C



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

PERCETAKAN NASIONAL MALAYSIA BERHAD (PNMB)

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No.	Content	Page Number
1.	Introduction	3
2.	Company Information	4 - 5
3.	Company Analysis	6 - 8
4.	Business Problem	9 - 10
5.	Recommendation and Improvement	11
6.	References	12
7.	Appendices	13 - 14

INTRODUCTION

Fundamentals of Entrepreneurship is a study about how an organization have being established and how their run the business in the company. It is very important to learn this course especially for students and learner because it gives benefits to them. By learning this course, it also teaches them to encourage them to use their skills and ideas that they come out with. Entrepreneurship also provide new entrepreneur who has skills and knowledge about business ideas and try to think with their own effort. This includes to help them to learn more about business. For example, about marketing, finances, sales, accounting, etc.

The purpose of the case study is to get information about company that we choose and how they established the organization with successfully. The case study that we choose is about Percetakan Nasional Malaysia Berhad (PNMB) in Kuching, a company that provide various type of services such as printing services, online services, etc. PNMB is mostly focus on good and high quality printing services for all customers. In PNMB, we can learn about how their promotes their products, business and also to let the public know on how their run the business. Moreover, to find out on any issues or problems by the company itself. The main focus of this case study is to identify the problem or issues that affect the company business condition or environment. It also to recommend solutions on how their face the problem or issues among the company.

COMPANY INFORMATION

Percetakan Nasional Malaysia Berhad was established in 1888 as the Government Printing Office in Taiping under Perak State Government. Today, PNMB provides comprehensive and integrated solutions in co-operate latest technologies including Track and Trace Solutions, Internet of Things and various other complete system in all their products such as smart Card Solutions and Security Printing. PNMB is also a licensed security printer to the Government of Malaysia with a network of 10 branches including Sarawak. For their branch in Sarawak, it was established during Brook's era which in 1871 and known as Kuching Government Printing. In addition, the branch covered all printing services in Sarawak. In 1982, they decided to change the name of the company from Kuching Government Printing to Jabatan Percetakan Negara. Later, the name again changed to Jabatan Percetakan Nasional in January 1933 and last year, they attempted to make their company into a private company.

PNMB is both product and service-oriented company. Back then, they only provided printing service only to their customers and every print job is treated with priority. Their printing services range from General Printing of books, forms, leaflets, annual reports and corporate brochures to specialized services like Security Printing and Variable Data Printing. In this modernization era, they introduce some new features and brand-new products. To exemplify, creating ID card for the student particularly University students such as Universiti Teknologi MARA Sarawak. The ID card can be scanned for a specific matter only like attendance. Plus, the ID card is a multifunctional card whereby it also can be an e-wallet for the student. They can buy anything within the university by the e-wallet and the good thing about the e-wallet is it refillable. Currently, PNMB is trying to create a new product which is a pin-tech with the function to track and trace things like motorcycle and a brand new digital document. Digital documents can make people able to find any new or old documents when needed.

For their marketing strategy, they only make some advertisements through online and through their Facebook official account. Since they are the main branch in Sarawak and only have one subsidiary in Miri, they have fewer competitors and so, they did not have any bigger promotion. Although there is no big promotion, they still achieved few awards regarding financial like the highest growth in Profit before Tax from 2007 – 2009 Award by The Edge in its inaugural launching of The Edge Billion Ringgit Club.

COMPANY ANALYSIS

In the company that we interviewed that is Percetakan Nasional Malaysia Berhad or PNMB is focusing on products and services from its company. We identify that their products have a lists of strengths and weaknesses. The manager also stated that there are many opportunities that they can identify in accordance to their needs and wants for their company. Threats also exist in PNMB. For PNMB this strength, weaknesses, opportunities and also threats is a blessings or lessons for the company to responds to any of the components mentioned in order to increase its productivity and quality in delivering the services and products to customer. PNMB is very committed in delivering a higher quality outputs, and this shows that they are being driven by their ambitions. According to (Patel, 2018) ambitions or goals is a necessity to achieve objectives, because you are feel motivated and have the rhythm to move and take an actions to achieve as you are being driven by goals. It shows that PNMB is a company that is focus to achieve their goals and have big objectives thus there are tons of strengths, weaknesses and opportunities upon their outputs.

In terms of strengths PNMB have a tons of its products and services that have their own advantages than the other companies. Such products that PNMB delivered is general printing and printing books, made a student's card and ID card at different companies or even government departments and agencies. These products is very distinguished products as it has different functions that can serve more to the customer rather than just general printing like the other companies. PNMB also have the ability to produce a sufficient stocks and products that they can supply to their customers. For instance the production of ID card is approximately around 9000 units per month and can increases its more if the need arises. It is because they are able to use their machine and materials effectively as they have an advanced technology as nowadays the industry is revolutionized from traditional method to more technology-based method in producing outputs to allow them to produce more. As (Foroohar, 2016) stated, productivity tend to increases if there are more industrial-technology based starts to engage in industry as advanced technology is more cost-effective. We can see that PNMB starts to engaging different approach such as advanced technology as they are able to get more outputs, it shows that it is the strengthens of the company. Moreover, they are able to get a unique-cost resources as they can cover their resources cost effectively. That also shows their strengthens that can be significance to PNMB. Other than that, they have the ability to deliver the services in terms of printing in an effective ways. Unlike the general company that runs only general printing, PNMB engaging in the wide-printing services such as print media in bigger forms including wide posters that alone made them a special and have the advantages to dominate the printing services.