

AP2218A

SESSION: MARCH – JULY 2018

CASE STUDY

HOUSE OF FROZEN

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1. INTRODUCTION

1.1 Background Of The Study

This study will study about frozen food and this company is doing online business in Facebook and WhatsApp. The company name is house of frozen. This company produce frozen food like curry puff, "cucur badak", "keria", and sandwich sardine. The problem of this company is unable to reply on time and its will take more than 24 hours to reply the customer. In this case study, we will evaluate the delivery system of this company.

1.2 Problem Statement

The problem statement of this study is to analyses the problem associated with the delivery matters of the frozen product by House of Frozen Company. The main problem of this company are the ordering system is not efficient. When the costumer want to order the food, the company have the problem to give response within the promise time.

1.3 Purpose Of The Study

The purpose of this study is to analyses problem associated with the delivery matters of the frozen product by House of Frozen and make recommendation to minimize the problems.

2. COMPANY INFORMATION

2.1 Background

Name of company: House of Frozen

Address: JKR 520 1/6 Kuarters Kerajaan, 32610 Seri Iskandar, Perak.

Contact person: Hazirah Binti Azami

Email address: houseoffrozen@yahoo.com

Website (FB): houseoffrozen

Type of ownership: Sdn. Bhd.

Business registration number:

Fix capital 2005: RM5000

2.2 Organizational Structure



Roszilawati Binti Mohamed Yusuf
Founder House of Frozen



Hazirah Binti Azami
General Manager

2.3 Products/Services

Supplying frozen food products such as curry puff, cucur badak, keria and sandwich sardine.



2.4 Technology

This company was not involve technology

2.5 Business, marketing, operational strategy

Business

House Of Frozen Company has bright future to succeed in this business industry and is expected to produce larger profits. This company will be providing excellent products and services to satisfy customer and at the same time making some profit as well. In achieving the target, this company will be executing the marketing strategies by introducing the product and service offered, price determination, locating a strategic place for this company and also doing some promotion.

Marketing

The marketing of this company is are actually plenty of activities involving the target market strategies such as the selection of the target market, the setting of a marketing objective, the development and maintenance of a marketing mix and other activities that will produce satisfaction for our target market. Usually the marketing strategies consist of four major steps or better known as the 4P's of marketing. If these steps are followed and planned carefully, it may produce and result a creatively combined interrelated and independent marketing activities.

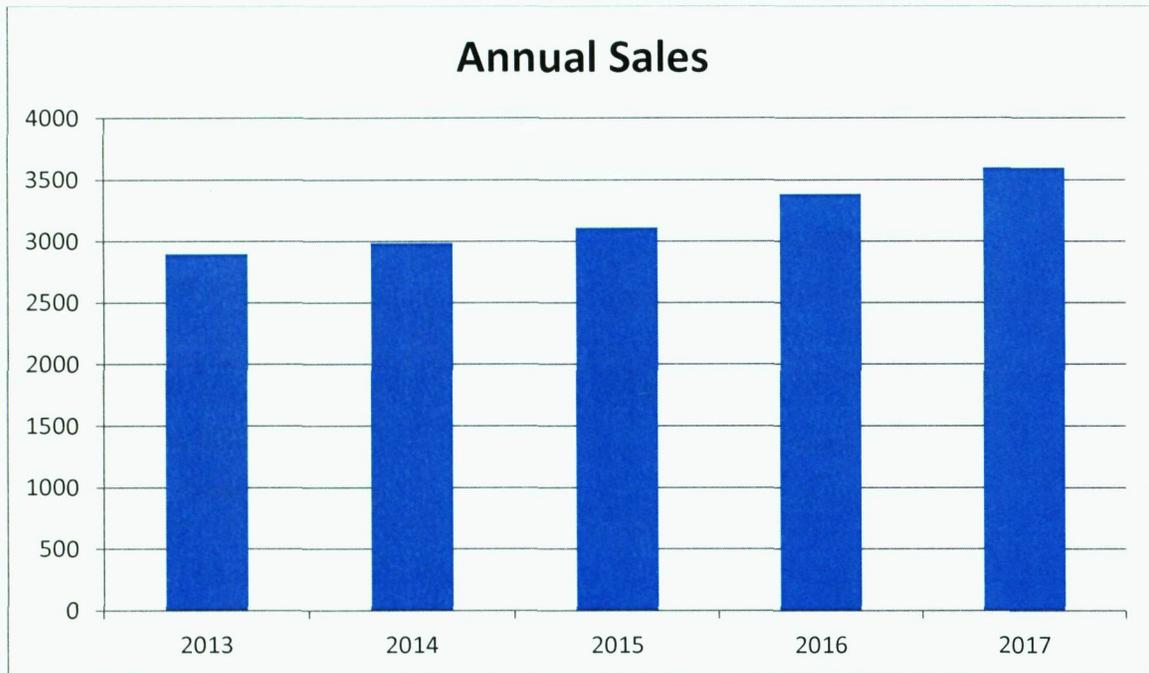
The marketing strategy of this company is the promotion strategy like:-

- Internet
- Personal selling
- Advertising
- Business card
- Product gift

Operational strategy

This company used manually to produce the frozen food like curry puff, "cucur badak", "keria", and sandwich sardine.

2.6 Financial achievements



During the last five years period, average annual sales growth was 4%. The gross profit in 2017 was RM 36,000 and the net profit was RM 12,000. Although the profit is small, the business is profitability viable as the company is able to purchase a car for delivery use.