



اَوْنِبُوْا سَيِّئَاتِيْ تَتَكْفَرُوْا كِيْىَ مَارَا
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COMPANY ANALYSIS

KEROPOK WARISAN LOSONG

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Table of Contents

ACKNOWLEDGEMENT.....	ii
EXECUTIVE SUMMARY	iv
1.0 INTRODUCTION.....	1
1.1 Background of The Study.....	1
1.2 Problem Statement	2
1.3 Purpose of The Study.....	2
2.0 COMPANY INFORMATION.....	3
2.1 Background	3
2.2 Organizational Structure	4
2.3 Products/Services.....	4
2.4 Technology.....	5
2.5 Business, Marketing, Operational Strategy.....	5
2.6 Financial Achievement	6
3.0 COMPANY ANALYSIS	7
3.1 SWOT Analysis.....	7
4.0 FINDINGS AND DISCUSSION.....	8
4.1 Findings	8
4.2 Discussion.....	9
5.0 CONCLUSION.....	10
6.0 RECOMMENDATION AND IMPROVEMENT	10
7.0 REFERENCES.....	11
8.0 APPENDICES	12

EXECUTIVE SUMMARY

Keropok lekor is a traditional Malay fish cracker snack common on the east coast of Peninsular Malaysia, especially in the state of Terengganu, Malaysia. I chose Keropok Warisan Losong because this one of the famous keropok's places in this state. They are one of the pioneers who opened the keropok stall back in 1900s. This study is an attempt to understand how to apply the theory to real situations. We have to analyse how this business works in terms of marketing and operational strategy. I also got the opportunity to do research about this company background, organizational structure, products, technology and the financial achievement as well.

Moreover, I also have the chance to analyse the strengths, weaknesses, opportunities and threats by doing the SWOT analysis. Based on what I have analysed, the recommendation and solutions are discussed for Keropok Warisan Losong to improve their business.

1.0 INTRODUCTION

1.1 Background of The Study

Keropok lekor is a traditional Malay fish cracker snack common on the east coast of Peninsular Malaysia, especially in the state of Terengganu, Malaysia. Keropok lekor originated over 30-40 years ago, when fishermen returning from the seas would bring home a surplus of fish captured on their daily fishing trips. Because of the abundance of fish, many of the villagers living by the beach devised a new snack. The term “Lekor” comes from the Terengganu Malay accent, which means “roll”. Keropok lekor is also known as fish sausage, fish sticks, and fish fritters. It's made of fish meat and sago flour, and it's flavoured with salt, sugar, and monosodium glutamate (MSG).

There are three main types of keropok lekor available today. Customers will enjoy their keropok lekor in three different forms: lekor (chewy and long), keping (crispy and thin), and losong (steamed). Despite the fact that they are made from the same materials, each of these types tastes subtly different. Because of the high quality of fish meat, frozen keropok lekor is a high-protein food rich in natural iodine. Now, these three types of keropok lekor are just uncooked raw ones.

When it comes to cooking keropok lekor, there are two major types: keropok lekor goreng and keropok lekor keping. When it comes to eating this snack, everyone has their own preferences, with some enjoying it mildly chewy and dense, which falls mostly under the keropok lekor goreng cooking style. Some people like it thin and crispy, like munching chips. You may also eat them plain or dunk them in extra sauces, such as chilli sauce or special chilli mixes, which retain spiciness levels but are very tasty when consumed. According to Omar et al. (2011), keropok lekor has the ability to commercialise in the global market. Traditional foods will add to the local dishes, not just for our future generations, but also for tourists who want to sample the tasty local traditional foods.

Despite its popularity in the country, keropok lekor is currently lacking in commercial value. As a result, this product will need some kind of innovation in order to draw foreign tourists as well as expand and maintain its future demands. Thus, this