



اَوْبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS

PAK ALI FOOD INDUSTRIES SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES/CS241

SEMESTER : 6

PROJECT TITLE : COMPANY ANALYSIS OF PAK ALI FOOD INDUSTRIES SDN. BHD.

NAME : NUR AIN IZZATI BINTI ABDUL RAZAK

MATRIC NO. : 2018254364

LECTURER : PN. YUSRINA HAYATI NIK MUHAMMAD

TABLE OF CONTENT

TITLE PAGE.....	1
TABLE OF CONTENT.....	2
1.0 INTRODUCTION	
1.1 Background of the Study.....	3
1.2 Problem Statement.....	4
1.3 Purpose of the Study.....	5
2.0 COMPANY INFORMATION	
2.1 Background of the Company.....	5
2.2 Organizational Structure.....	6
2.3 Products/Services.....	7
2.4 Technology.....	7
2.5 Business, Marketing, and Operational Strategy	8
2.6 Financial Achievements.....	9
3.0 COMPANY ANALYSIS	
3.1 SWOT Analysis.....	10
4.0 FINDINGS AND DISCUSSION.....	11
5.0 CONCLUSION.....	12
6.0 RECOMMENDATION AND IMPROVEMENT.....	12
7.0 REFERENCES.....	14
8.0 BIBLIOGRAPHY	15
9.0 APPENDICES.....	16

1.0 INTRODUCTION

1.1 Background of the Study

Food preservation methods have aided in the preservation of food quality and characteristics over long periods of time. Not only can be eaten instantly, but pickles are also used as savory items as well as garnishes, particularly in Indian cuisine (Market Data Forecast Ltd, 2020). Pickling can be done with a variety of ingredients, including vegetables, fruits, fish, chickens, and even beef. Nevertheless, fruit pickles are more familiar in Malaysia.

In business wise, Nicholas Appert started selling pickles in jars in 1820, which was the first large-scale commercial production of pickles (How pickle is made, 2014). Meanwhile in Malaysia, honey pickled is packaged in plastic bags by Pak Ali Food Industries Sdn. Bhd. was the first and the only company to produce pickles commercially. The products are under the guidance of the Penang Regional Development Authority (PERDA), Ministry of Agriculture (MOA), Department of Agriculture, Federal Agricultural Marketing Authority (FAMA), and Majlis Amanah Rakyat (MARA). The raw material to produce the pickles requires fruits that are leased directly from farms such as the *sala* mango farm in Perlis. His leasehold farm is now estimated at 20 hectares. By commercializing pickles products, it can generate the local economy. This company's honey pickles are unlike any other pickles since they are made with pure honey and apple vinegar during the pickling process. This company pickled many types of local fruits.

According to Aimi Athirah (n.d), there is an increasing trend in papaya production, consumption, and trade in Malaysia from 2000 to 2016. With the increment in papaya production and consumption, this indirectly results in increment of papaya pickles. During the period 2019 to 2025, the Asia Pacific Packaged Pickles Market is expected to expand at a Compound Annual Growth Rate (CAGR) of 4.9% (Research and Markets Ltd, 2019). In terms of sales in pickles, the Asia Pacific region held a dominant share (Workman, 2021). This demand is primarily driven by the fact that pickles are a staple in most households, especially in India.

People are less likely to buy goods packaged in common plastic, particularly when the packaging from this company lacks details about the fruit that was pickled and has an uninteresting graphic design. However, although pickle is not essential in most Malaysian households, it still gets recognition from the foreign markets. Fruit consumption will increase, and waste will be reduced because of this company commercializing pickles and exporting. Increment in fruit consumption indirectly improved Malaysia's Gross Domestic Product (GDP) rate. Therefore, it is crucial for Pak Ali Food Industries Sdn. Bhd. to increase its marketing strategy and take the requisite steps to fulfill the demand and business growth increment. Hence, the purpose of this study is to analyze the problem in the pickling process and product packaging, besides providing solutions to overcome the problems.

1.2 Problem Statement

This company is experiencing a problem where they are still lagging in the use of the latest technology. Although they use workforces to help the local community generate their incomes, this will become a problem if they receive high demands, and the workforces are inadequate to achieve the demands. Besides, using workforces to manually cut the fruits is inefficient and takes longer time, hence could result in delay for the next picking process.

Next, packaging used is simple and unappealing. The company uses the same packaging for different types of pickles. Therefore, it may lead to confusion and does not attract first timers especially those who do not have knowledge about the fruit used. The information written on the packaging is small and difficult to read too. Besides, they also use plastic to pack the pickles. Although it is convenient, it is hard to reseal and could lead to food waste if the leftover in the plastic is not kept properly. Usage of non-biodegradable plastics affects the environment. Fredrik et al. (2019) mentioned that, expenditures in packaging materials should save more resources than the consumptions in order to minimize the total environmental impact.

1.3 Purpose of the Study

The purpose of the study is as follows:

- i. To identify problems faced by Pak Ali Food Industries Sdn. Bhd.
- ii. To study Pak Ali Food Industries Sdn. Bhd.'s strengths, weaknesses, opportunities, and threats.
- iii. To provide solutions and recommendations to overcome the problem faced by Pak Ali Food Industries Sdn. Bhd.

2.0 COMPANY INFORMATION

2.1 Background of the Company

A Penang born, Encik Ali bin Omar, or more commonly known as Pak Ali started his pickles business from his home back in 1985. With starting capital RM 15,000, *Jeruk Madu* Pak Ali was commercialized under Kunci Kreatif company, hence, became the only Bumiputera company that commercialized pickles in 2007. The pickles are made from fresh and high quality fruits. The production of pickles is based at a factory, located at Kawasan Perindustrian IKS Perda Tasek, Simpang Ampat, Seberang Perai Selatan, Pulau Pinang since 2009. There are 28 varieties of pickles, which consists of wet pickles and dried pickles. The employees, most of whom are from the local community, especially women work at the factory. Profits gained from commercialized pickles generate economy for the local community.

Jeruk Madu Pak Ali products received Halal certificate from Department of Islamic Development Malaysia (JAKIM), Mesti certificate from Ministry of Health Malaysia and "1 Malaysia Best " certificate from Federal Agricultural Marketing Authority (FAMA). *Jeruk Madu* Pak Ali has branches in Perlis, Kedah, Pulau Pinang, Perak, Kelantan, Terengganu, Pahang, Melaka, Selangor, Kuala Lumpur, and Johor. Usahawan.com (n.d) mentioned that not only Malaysia wide, but *Jeruk Madu* Pak Ali has received extensive coverage from the print