



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY



HALAGEL (M) SDN BHD

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EXECUTIVE SUMMARY

Incorporated August 1997 as a trading company, Halagel (M) Sdn Bhd was the sole important and distributor of Halal Empty Hard Gelatin Capsule and Halal Food and Pharmaceutical grades bovine gelatin. Halagel has broadened its business activity from purely trading to manufacturing and distributing an entire range of Halal products under the Halagel brand.

Halagel (M) Sdn Bhd is a company in Malaysia, with a head office in Sungai Petani. Halagel (M) Sdn Bhd primary address is Lot A-137, Jalan 2B, Kawasan Perusahaan MIEL, Sungai Lalang, Sungai Petani, 08000 Sungai Petani, Kedah, Malaysia. Their website is <http://www.halagel.com.my>. In the website, consumers can purchase the products and see the description of each of the products.

Halagel (M) Sdn Bhd is a manufacturer of toothpaste, gelatin, rock salt, nutraceutical, softgel, gelatine hard capsule, premix coffee, cosmetics, contract manufacturing services, OEM, fruitites gummy, soap, and liquid dishwasher.

Dato' Seri Talaat Bin Husain is the Chairman of Halagel (M) Sdn Bhd and Mohamad Yakob Bin Munshi Deen is the Chief Executive Officer of Halagel (M) Sdn Bhd. The company has around 51 to 200 employees.

Based on the SWOT analysis, the strength of this company are the company has wide range of products, affordable products and first company that introduce halal gelatin. However, the main problem of the company is production, so in order to stay operate in long term, the company need to find alternative solutions.

1.0 INTRODUCTION

1.1 Background of study

Gelatin is a pure protein derived from collagen-containing animal raw materials. Although this natural and healthy food has excellent gelling strength, gelatin is capable of much more. Gelatin is used in a wide range of industries for a large number of products due to its broad-spectrum properties. 80% of the edible gelatin produced in Europe is pure pig-skin gelatine, 15% from cattle hides and 5% from pig and cattle bones, poultry and fish.

Halal gelatin must be derived from bovine sources that have been slaughtered in accordance with Syariah Law. Furthermore, it must come from a factory that only produces halal gelatin. There are two kinds of gelatin which are type A and type B. Acidification is used to produce type A gelatin. However, the vast majority of this type of gelatin is derived from pig skin, where the collagen is still in its infancy. This acidification process also results in the production of gelatin from fish sources. Besides that, alkali or lime water is used to produce type b gelatin. Cows, buffaloes, or goats are used to produce this gelatin. This gelatin is also referred to as “bovine beef” or “bovine.” This type of gelatin is primarily derived from bovine sources and is more difficult to manufacture due to the use of mature collagen.

Food, cosmetics, pharmaceuticals, and health products all contain gelatin. Gelatin is a thickener, plasticizer, emulsifier, foaming agent, moisture retention agent, texture improver, and binding agent.

1.2 Problem Statement

Although there are 10 percent of gelatin from Halagel in the market, it is still not a relief as there are still many market opportunities that the company are unable to penetrate due to limited supply from their factory in Pakistan. Next, it is impossible to separate halal and non -halal gelatin in the same factory and the chance of contamination between halal and non -halal gelatin is high.

1.3 Purpose of study

The purpose of this study is to explore and understand the knowledge of entrepreneurship in the industry by using case study method. Furthermore, to identify possible issue or problem that the company incur and provide solutions. Next is to identify the business, marketing, operational strategy and financial achievements.

2.0 COMPANY INFORMATION

2.1 Company Background

Name of the Business	Halagel (M) Sdn Bhd
Business Address	A137, Jalan 2B, Kawasan Perusahaan MIEL, Sungai Lalang, Sungai Petani, 08000 Sungai Petani, Kedah, Malaysia
Correspondence Address	A137, Jalan 2B, Kawasan Perusahaan MIEL, Sungai Lalang, Sungai Petani, 08000 Sungai Petani, Kedah, Malaysia
Email	sales@halagel.com.my
Social media account	Facebook: Halagel.hq Instagram: Halagel.supplements
Telephone Number	044481287
Fax	044481286
Form of Business	Ownership
Main Activity	Manufacture and Distributor Halal Empty Hard Gelatin Capsule, Softgel, Halal Gelatin and Pharmaceutical
Date of Commencement	19th August 1997
Date of Registration	19th August 1997
Registration Number	0443673X

In addition, Halagel, with its certified GMP facility, undertakes contract manufacturing for Softgel products, Toothpastes, Rock Salt, and Cosmetics for private labels. Halagel was recently accredited as a Certified ISO company by KGS Certification for ISO 9001: 2015 (Quality Management Systems), OSHAS 18001:2007 (Occupational Safety & Health Management Systems), ISO 14001:2015 (Environmental Management Systems), and HACCP (Hazard Analysis Critical Control Point) (certified accreditation body under Standard Malaysia). Halagel has been certified HALAL not only by Malaysia's Islamic Development Department (JAKIM), but also by Indonesia and Thailand's Halal authorised bodies.