



اَوْنِبُوْ رَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا

# UNIVERSITI TEKNOLOGI MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

**CASE STUDY MUDIM ZAKARIA ENTERPRISE  
(ENT 600)**

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## **1.0 EXECUTIVE SUMMARY**

MUDIM is a Small and Medium Enterprise (SME) company that was having difficulty achieving the company's own profitability. Mr. Shaarani, MUDIM's founder, has questioned some of the company's risks in terms of achieving profitability in the domestic market as well as extending the business strategy globally. The company had to compete with other brands' products. MUDIM, on the other hand, did not afford to enter new markets.

## **2.0 INTRODUCTION**

### **2.1 Background of The Study**

In Fundamentals of Technology Entrepreneurship, it consists of learning that technology entrepreneurship focused on identifying high-potential, technology-intensive business opportunities, gathering resources such as talent and capital, and managing accelerated growth and risk using decision-making skills. People who are willing to exploits business opportunities in terms of new products, processes or services in form of revolutionary breakthrough in technology or in form of technological advancement are called technology entrepreneurs.

### **2.2 Problem Statement**

Problem that the company faced is the product of MUDIM is already well established in Malaysia, but only three states who know about this delicious product. State know about this product are the state of Kedah, Perlis and Penang. Besides, the product design is very simple and less attract customer to purchase it. Lastly, the way to advertise this product is very weak.

### **2.3 Scope of Research**

The MUDIM product has been established since 1987 in the state of Kedah. One of small and medium enterprises (SMEs) in Malaysia producing food products like is sweet soy sauce, chilli sauce and vinegar.

After 20 years, MUDIM continue to produce innovative products to meet the demand either from within or outside the country. Geographic factor MUDIM brand is not well known by the entire society in Malaysia because MUDIM just do market segmentation in northern area only. The MUDIM products actually are focusing on housewives since they are who responsible to buy the groceries and cook the meal for the family.

The male and female user at all level of age are become potential users to consume MUDIM products. Customer are slowly changes their tastes and preferences from Herbals' Kipas Udang to MUDIM product since the price is cheaper and the taste also is very good.

### **3.0 COMPANY INFORMATION**

#### **3.1 Background Company**

MUDIM ZAKARIA ENTERPRISE is a business corporation located at No.26, Kampung Jelutong, Mukim Tobiar, 06700 Pendang, Kedah Darul Aman. Tuan Haji Zakaria Bin Arshad, also known as Mudim, founded MUDIM. He began with a small-scale medicine company, but as a result of his efforts, his business grew in size and sophistication.

He successfully added a new product line in 1987, which is the manufacturer of soy sauce and chilli sauce. Mr. Shaarani Bin Zakaria, his son, also contributes to the MUDIM's growth and success. Mr. Shaaraani works very hard and is dedicated to the manufacture of chilli sauce and soy sauce, so his father provides support and further advice to help them expand their companies. As a result, Mr. Shaarani extends the MUDIM effectively.

Mr. Shaarani also attended government-sponsored courses such as MARDI, MARA, MADA, FAMA, and SIRIM to help him develop himself in company. Mr. Shaarani participated in many food commodity Expos organized by interested parties in any venue, such as Expo MIHAS in Melaka, IAT Expo at the Putra World Trade Centre in Kuala Lumpur, and ALL-Expo in Serdang, Selangor, to ensure MUDIM gets a spot in the local market.

The result of MUDIM's presence in the Expo, a market for MUDIM is growing from time to time. MUDIM products are available in all hypermarkets in Malaysia's specified north, including Tesco, C-Mart, Giant, and Mydin. MUDIM's commodity has effectively penetrated Brunei, Singapore, and Thailand. It demonstrates Mr. Shaarani's ability to effectively place the MUDIM brand alongside other rivals not only in domestic markets but also on a global scale.

#### **3.2 Company Profile**

MUDIM is entirely owned by Bumiputera (local people of Malaysian). MUDIM is also one of Malaysia's small and medium-sized enterprises (SMEs) that produces food. The primary operation was that of a retailer/Mudim Manufacturer of soy sauce, chilli sauce, and vinegar. The