



اَوْنِفُوْ رَسِيْتِيْ بِاَتِيْكَوْ لَوِ كِيْ بِاِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS :

# AS SIRAJ HAJ UMRAH TRAVEL & TOURS SDN BHD

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY**

**FACULTY & PROGRAMME : FACULTY OF BUSINESS, BACHELOR OF HUMAN RESOURCES  
MANAGEMENT**

**SEMESTER :**

**PROJECT TITLE :**

**GROUP MEMBERS : (1) MUHAMMAD NAZRIL HAKIM BIN ADENAN (2012358759)  
(2) NUR SAZATUL ANISA BINTI SAPUAN (2014180033)  
(3) SITI ZUBAIDAH BINTI MOHD NOR (2014979953)**

**LECTURER : PUAN ZANARIAH BINTI ZAINAL ABIDIN**

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# **ACKNOWLEDGEMENT**

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ تَعَالَى وَبَرَكَاتُهُ

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Although, we really appreciate for those to help us to complete our case study task given even it's hard but we can complete no matter how hard it is. Then, we also would like to thanks each other members that always give some time and commitment to complete this case study. Thank you very much.

# COMPANY INFORMATION



**AS-SIRAJ HAJ UMRAH  
TRAVEL & TOURS**

CO. NO. 565550-P | KPK/LN:4547 | KPK/LKU:0072

<b><i>Name Of Company</i></b>	: As-Siraj Haj Umrah Travel & Tours Sdn Bhd
<b><i>Company Address</i></b>	: 2752B(2nd Floor),Changkat Permata,Taman Permata, 53300 Kuala Lumpur.
<b><i>Phone</i></b>	: 603 4108 7519 / 603 4162 4786
<b><i>Faks</i></b>	: 603 4147 1920
<b><i>Email</i></b>	: <a href="mailto:assirajmustafa@yahoo.com.my">assirajmustafa@yahoo.com.my</a>
<b><i>Facebook</i></b>	: <a href="http://www.facebook.com/assirajtravel">www.facebook.com/assirajtravel</a>
<b><i>Website</i></b>	: <a href="http://www.assirajhajumrah.com">www.assirajhajumrah.com</a>
<b><i>Date Of Establishment</i></b>	: Year 2000
<b><i>Authorized Capital</i></b>	: RM 500,000.00
<b><i>Paid Up Capital</i></b>	: RM 500,000.00

## **2.1 Background**

As-Siraj Umrah Travel & Tours Sdn. Bhd. formerly known As Siraj which means a lamp, The meaning was given because a light that illuminated the umrah & hajj jemaah. It is a company that carries out the service of Umrah. In the beginning, Ahamed Musthafa bin Mohamed Hanifalim as a general manager handles this business in collaboration with the Maya Holiday Sdn. Bhd. In 2003, he registered his business in the name of Siraj Haj Umrah Services and established in operation with K.R.S Travel Sdn Bhd.

On 2005, in order to expand its business, the company's name was converted to As-Siraj Haj Umrah Travel & Tours Sdn. Bhd. With this establishment, the company can handle business operations in a more organized and smooth.

Throughout the company's business, the company has operated 8 Umrah packages through Maya Holiday Sdn Bhd and K.R.S Travel Sdn Bhd.