



COMPANY ANALYSIS

Aman Nasi Kukus Sdn Bhd

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Finally, we hope this project will provide us meaningful knowledge for the future and can be practiced and shared with others. Lastly, this assignment is far from being perfect, but it is expected that it will be useful to all of us, IN SHAA ALLAH.

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EXECUTIVE SUMMARY

Aman Nasi Kukus Sdn Berhad is branch business located at No 74 Lot 489-J Jalan Sg Udang, 41250 Klang, Selangor. This business focus on a bumiputera business to provide the best service to its customers in the field of food. Aman Nasi Kukus Sdn Bhd is now getting better with the addition of food trucks and catering services. The owner need to think wisely and give more attentions which is from a small problem to the big one in order to be prepared for the incoming challenge.

Based on our observation to their business, Aman Nasi Kukus Sdn Bhd is having problem to sustain their customer to be loyal to their product when having parking lot for customer. This difficulties are contributing this business will lost their customer. Therefore, Aman Nasi Kukus should have space to provide parking for customer.

Other issue that we discovered is problem with immigration of foreign worker. Lack of demand from local workers to work in the food industry in Malaysia, so Aman Nasi Kukus Sdn Bhd take foreign workers to work in their restaurants without a permit. For solution, Aman Nasi Kukus can hired a part time workers such as teenager that are on leave for semester break or they can go search an unemployed person at village near their places and provide them with shelters.

Other than that, Aman Nasi Kukus Sdn Bhd should give their workers training to develop skill communication for easier them to entertain and speak well with customer. This is important, to makes them understand our cultural so that customer will be a loyal customer to their business. Last but not least, the business promotion is the most important that the Aman Nasi Kukus to provide because to grab customer attention to come and get opportunities to expand their business as well.

1. Introduction

1.1 - Background of the study.

Significant scope for growth is expected out of Malaysia's food dish. The demand for food is expected to grow the years, since consumer are interested on product that are had to be sought in the market. What leads to an increased demand for Steamed Rice is the elevation of interest that sparked in our community. With the consideration of low price food in the current trending market, changing dietary habits shifting towards a healthier nation and also rapid growth of exposure of various types of foods, this options is growing masses in our culture that causes the rises and of consumerism in the food industry, However, today consumer and customer have more choice and thus more rationality in term how and why the product or service would, should or could benefit to them.

1.2 - Problem statement

An entrepreneur can define as a person who are organize and manages any enterprise especially a business usually with considerable initiative and risk. As entrepreneur, are often faced with impossible task of competing against the very huge respected industry. Entrepreneurship is not about profitability but it is about providing solution. This is because, in starting, there are bound to be issue ranging from sourcing funding to getting good partner, build team work, location and marketing. If fail, there were bound to fail as fast as it started.

From studying this syllabus, we can examine the problems faced by each business. Therefore, we can apply every case that we learn. By studying case studies, we have used BMC to identify customers, suppliers, profit sources, marketing ways and means of operation. With that, we can find out the strengths, weaknesses, opportunities and rivals faced by each company by investing in SWOT.

Most businesses face problems from technology and marketing. We take the example of an overseas business. They use technology to market- their products, such as the use of sophisticated equipment and the lack of human labor.

1.3 – Purpose of the study

By committing the thoughts to paper, we can understand the business better and also chart specific courses of action that need to be taken to improve the business. A plan can detail alternative future scenarios and set specific objectives and goals along with the resources required to achieve these goals. By understanding the business and the market a little better and