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EXECUTIVE SUMMARY

“Perusahaan Makanan Meru (PMM)” is a business founded by Encik Razif bin Aman and his wife, Puan Christina Latifah binti Abdullah. For past 17 years, PMM had produced traditional cakes-based such as bahulu. The production was baked by using coconut fiber and charcoal. Their main products are *bahulu kemboja*, *bahulu pecah 8*, *bahulu gulung* and *bahulu cermai*. The company was started to expand, and many products were introducing and produced after the first few sales gave a lot of positive feedbacks from their customers. After that, this PMM was quite popular among residents and popular in nationwide as their services can deliver their products all over the West Malaysia. They receive high demand especially during school holiday, festive seasons and wedding seasons.

The major problem that this company faced is lack of improved and advance technology in production of their products and packaging processes. This will be causing them to not be able to accept more orders during peak seasons. We suggest some solution which are the usage of digital tools and this will help them to reduces the errors and accidents that occur when automation is not built into the model. Thus, automatic machine improves logistics and operational efficiency.

To conclude that, there are a few obstacles and problems faced by the company involving the factor of technological and operational problems.

1. INTRODUCTION

1.1 Background of The Study

This study is about a company named “Perusahaan Makanan Meru (PMM)” that provide traditional cakes-based products such as *bahulu*. “Perusahaan Makanan Meru” has manufacturing shop that located in sub-urban area, Lot 1838, Batu 7, Jalan Bukit Kapar, Meru, Klang 41200 Klang, Selangor. This enterprise also has branch based in Sabah that own by their siblings. The aim of this “Perusahaan Makanan Meru” to provide a service for events door gift such as wedding, birthday party and others. Their main products are *bahulu kemboja*, *bahulu pecah 8*, *bahulu gulung* and *bahulu cermi*. PMM also receive orders for cakes and biscuits for Hari Raya. They receive high demand especially during school holiday, festive seasons and wedding seasons. Unfortunately, they have lack of staff and advanced technology to improve their *bahulu* production.

1.2 Problem Statement

“Perusahaan Makanan Meru” is popular among residents. But not only that, it also well-known across West Malaysia as they also accept order and send it to other state in West Malaysia. However, lately the enterprise’s sale was reduced due to high demand of orders, but they had lack of advanced technology to produce more *bahulu*. Thus, they just only accept limited orders.

1.3 Purpose of The Study

This study was conducted to analyze the problem that faced by the company and provide some solution that can help the company to improve their production of *bahulu* and indirectly can increase back their sales.