



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

EE2428E

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CASE STUDY:

-SZ Image Sdn.Bhd-

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NEW PRODUCT DEVELOPMENT (NPD)/BLUEPRINT

NAME OF NPD/BLEUPRINT : SMART BILL MANAGEMENT

UNIQUE FEATURES and Water : 1. Increase Awareness in Usage of Electricity
2. Best economic planning

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CHAPTER 1

1.0 EXECUTIVE SUMMARY

SZ Image Sdn. Bhd is a muslim company that belongs to Mr Shamsul which act as a vendor for Ramly's products. This company sells product through Ramly Halal Mart and Ramly Halal Kiosk that operates based on Ramly's products. The mart and kiosk are options operate by SZ Image Sdn. Bhd under Ramly Halal Mart.

The company had achieved various awards and recognition worldwide such as Halal Excellence Award(2016), Jaya Entrepreneur Award(1992) and Client Development Award(1984) which makes the company become increasingly popular in Malaysia.

But there is one business problem that this project was created to address. The problem is about the technologies that are being use by the company. It was observe that the technologies used by the company is not up to date which effect the serving time for the customer. This is not good because for most customer, they want to get fast services.

CHAPTER 2

2.0 INTRODUCTION

2.1 Background study

The case study for this group is SZ Image Sdn Bhd. The company is a vendor of Ramly Group. It sells products that are obtained directly from Ramly Food Processing Sdn Bhd. The types of products that were sold are burger patties, nuggets, meat ball, fried chicken, buns and mayonnaise. This company operates two outlets of Ramly Group business, which are the Ramly Kiosk and Ramly Mart. This two outlets operate under one roof, which is called Ramly Halal Mart.

2.2 Purpose of Case Study

1. To analyse the operation of SZ Image Sdn Bhd.
2. To investigate and identify the problems faced by the company.
3. To propose improvements and recommendation.

2.3 Problem Statement

Several problems were found during the site visit to Ramly Halal Mart/ Kiosk :-

i. Human Error

- There are cases when the staffs of the Ramly Halal Mart/Kiosk stole money and foods from the company.
- Complaint from customers also occurs due to the bad services from the staff.

ii. Competition

- Ramly Halal Mart/Kiosk faces several competition from nearby fast food restaurant such as Mc Donalds and KFC.

COMPANY INFORMATION

Company Background

Ramly Group was established in 1980. SZ Image was founded in 2010 and the founder is Mr Shamsul Zairee. It is a vendor for frozen food and also act as a Ramly fast food restaurant. The company sells various of fast foods that were obtained from Ramly Group Sdn Bhd. The company operates under the name Ramly Halal Mart.

Ramly Halal Mart also act as supplier of Ramly's products to local burger stalls and individuals for home usage. It also provides fast food services in the premise. Various menu of fast food can be obtain with reasonable price. More information about the company can be reached through informations below :-

Address	Contact Number	Operation Hour
No13, Jalan Bunga Melur 2/18, Seksyen 2, 40000 Shah Alam, Selangor	Tel : +603-5523 9459	Everyday from 10:00 am - 10:00 pm