



اَوْنِبُوْرَسِيْتِي تِي كُونُوْمِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## COMPANY ANALYSIS

### RAMLY HALAL MART SEKSYEN 2 SHAH ALAM

#### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY/ PROGRAM

FACULTY OF APPLIED SCIENCE /BACHELOR  
SCIENCE (HONS) BIOMOLECULAR SCIENCE  
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SEMESTER

PROJECT TITLE

CASE STUDY ON RAMLY HALAL MART  
SEKSYEN 2 SHAH ALAM

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*NO CTC*  
*- many way to answer*  
*new mind*  
*B+L*  
*CTC is a must*

## **ACKNOWLEDGEMENT**

Alhamdulillah, we are most grateful to Allah S.W.T for the completion of this case study as one of the requirements that need to be accomplish in the course work assessment for the code ENT 600.

Special thanks to our lecturers, Madam Hajah Zanariah binti Zainal Abiddin and her kindness in helping us during the process of completion of this project work. She has given us a good service by providing useful information to us. Without her, we would not be able to complete this business plan. Not forget to our classmates in supporting us to complete this business plan as this business plan has been prepared with the cooperation and support from many people.

Through these problems we manage to become more organize and mature in dealing with problems that occur during our research. This case study thought us how to handle works professionally including on how to formally have a interview with a company besides analysing a company's business.

Lastly, to those who had involved and contributed directly or indirectly to this business plan, we are very grateful to them for the effort and initiative that they have shown in our project until we successfully completed our case study. I apologize to all other unnamed person who helped us in various ways to complete this project and we hope this business plan report can give us little bit about entrepreneurship world and fact about how to become an entrepreneur in the future.

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## **EXECUTIVE SUMMARY**

This case study functions as an attempt in order how theories can be applied to a specific practical situation. As a UiTM Shah Alam student, it is part of the study for everyone to undergo the case study project. This leads to an opportunity for the team to conduct a research on how a restaurant company runs its services. Ramly Halal Mart Sdn Bhd located in Shah Alam has been chosen and approached by the team in order to conduct this case study.

The first part of the project report shows the general information of the company that has been collected after visiting the restaurant, where the information collected and gathered via primary as well as secondary source. For the second part of the project, it contains a more specialized and specific subject study. Generally, the main objective of this project is to work on the company background, organizational structure, products and services provided by Ramly Halal Mart Sdn Bhd. The team also studied on the technology that is being used in the production of goods and services by the restaurant to ensure consistency of the restaurant's products. It is also interesting to know that there is no publication in marketing strategy for the branch since the manager claimed that the name of Ramly Halal Mart sdn bhd is already known by the local people. The branch also took the advantage of their strategic location in which it is located near the seksyen 2 food court and 'Kolej Meranti' which is one of UiTM Shah Alam hostels. Being the right location is one of the key ingredients in a business's success as it often plays a crucial role in a company's profit and overall success. Besides, the team also look into the financial achievement of the company regarding on how the branch manage their financial and achievement gain from the financial achievement.

Each business needs goals in order for them to succeed where the goals are part of a larger process that begins with the vision and mission of a company and ends with specific objectives and goals. In order to achieve the goals, proper strategies are needed as it is an action plan on getting the goals. Therefore, each business needs to design strategy to obtain and achieve their goals consisting of a marketing strategy and the effectiveness of the management.

In this case study, the team analysed the strength, weaknesses, opportunities and threats of this company in real business via SWOT analysis. From the needs and demand of the existing consumers, the team has analysed and determined the solution in order to prevent and fulfil the consumers' needs in Consumer Trend Canvas (CTC) analysis.

# **1. INTRODUCTION**

## **1.1 Background of the study.**

Burger is one of the most famous foods that can be found throughout the globe. In Malaysia, burger can be found at fast food restaurant, restaurant and even street food stalls. There are many local food companies that began to produce and supply burger patty in order to meet the demand of the consumers. The rising of the food production and business have caught our interest to conduct this case study on one of the well-known local food companies that specified in frozen foods and patties which is Ramly Halal Mart Sdn Bhd.

## **1.2 Problem Statement.**

Based on the interview that has been conducted, one of the problems that the manager explained was lack of promotion and marketing plan making them difficult to expand and spread their products throughout the country. Next, although the technologies that they are using are up-to-date, but the machines that they have are still not enough. Bad ambiance as well as poor environment also may lead to other related problems including loss of customers.

## **1.3 Purpose of the study.**

The purpose of this study is to expose students to the real business world by using the case study method. For this task, students are required to arrange a professional meeting or interview with a business owner or manager. From this case study, students can learn on how to manage and run a sustainable business while handling problems and challenges that were faced during completing the case study. Furthermore, it will also help students to gain deeper understanding of sustainable technology business entrepreneurship and how it can place in the current industry.