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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

KEROPOK LEKOR TOK MOLOR

Jalan Kampung Laut, 21080 Kuala Terengganu, Terengganu

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1. Executive Summary

1.1 Introduction of 'Keropok Lekor'



'Keropok lekor' (fish sausage) and 'Keropok' (fish crackers) is a traditional Malay fish cracker snack originating from the state of Terengganu, Malaysia. It is made from fish and sago flour and seasoned with salt and sugar. It is slightly greyish in color and gives off a fishy taste and smell which becomes more prominent as it cools down after frying. There are two type of 'Keropok lekor' which is 'Keropok lekor goreng' and 'Keropok lekor keping'. This 'Keropok lekor' is eaten with special homemade chili blends that are particular to Terengganu and sold there.

1.2 Company background



Based on the information that had interviewed, the business was operated in sole proprietor. Sole proprietorship is a business that is owned and operated by a natural person. This is the simplest form of business entity. It requires a small amount of capital to start with, compared with other forms of business entities and easy to manage as owner can make own decisions.

Keropok Lekor Tok Molor is owned by En. Shahrudin Bin Ab Rahman. Keropok Lekor Tok Molor that was located in Kampung Tok Molor, Kuala Terengganu was established in 2012 and it produced a few types of product. For example, 'keropok lekor krispi', 'keropok lekor rebus', 'keropok lekor goreng', and 'keropok lekor cheese'.

En Shahrudin or friendly greeted as Pok Din named the shop as Keropok Lekor Tok Molor in conjunction with the name of the village which is Kampung Tok Molor. Keropok Lekor Tok Molor has been operating for almost nine years and this shop is quite famous in Terengganu. The main activity of this business is process and sell fish sausage, dipping sauces, and seafood -based food items.

Pok Din said, he started the business at the age of 34 on a small scale in his own backyard. Thanks to his patience, he is now able to open a branch. The factory was initially manufactured in Kampung Sungai Derhaka, Terengganu by providing employment opportunities to the locals where priority is given to single mothers and orphans. According to Pok Din, Keropok Lekor Tok Molor already has 2 branches. Another branch of his shop is in Kampung Kerengga, Marang, Terengganu. This branch has just been inaugurated.



- The ceremony was officiated by, Director of the Terengganu State Tourism Department, Huzairil Nizam Ibrahim.
- The ceremony was also attended by Terengganu Menteri Besar's Special Officer, Wahad Osman, Keropok Lekor Company Advisor, Dato' Suhaimi Dato' Salleh, Fisheries Department Representative, Marang District Office Representative and Marang District Council Representative.



**During the opening ceremony of the new branch of
Keropok Lekor Tok Molor di Pulau Kerengga, Marang, Terengganu.**