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# COMPANY ANALYSIS

## FAZZ INDUSTRIES SDN BHD

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

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## **EXECUTIVE SUMMARY**

The team has chosen Fazz Industries Sdn. Bhd or famously known as Fazz Kerepek located in Kampung Sungai Lang Baru, Banting for this case study. The company has been operating for 36 years producing variety of chips. The objectives of this study are to investigate issues and problems faced by the company and to make recommendations as a part of solutions to overcome the issues. This study also aimed to investigate the effects of uses of technology in company's productivity and financial achievement. In order to observe and analyse this business, the team has visited Fazz Kerepek and successfully conducted an interview with the factory manager, Encik Fazzly. From the information gathered, the team successfully determined few issues or problems with the business including inability to meet excessive demands of chips during Hari Raya festival, unavailability of agents or other branches to sell their products and few other issues. Fazz Kerepek cannot cater to high demands due to limited availability of raw materials and manpower. The company also does not have any agents selling their products or any other branches other than the one in Banting. Fazz Kerepek also has their own business, marketing and operating strategies to develop their business. As for the company analysis, two methods were used – SWOT analysis and Consumer Trend Canva. From the analysis, the team successfully outline the company strength, weakness, opportunity and threats. Overall, this case study is a success where the objectives has been successfully fulfilled and the team is able to make recommendations to the company to help them in solving the issues.

# 1. INTRODUCTION

## 1.1. Background of the Study

In the old days, the chips production involves manually slicing, frying, flavouring and packing. However, demands for chips or 'kerepek' has increased and manual production is irrelevant to cater to higher demand of chips. In line with modernization and industrial revolution, technologies and machineries are being used to produce chips in Fazz Kerepek. Therefore, the team aimed to study the effects of technology towards company's productivity and financial achievement. Apart from this, this case study is conducted to outline the issues and problems faced by the company and to make recommendations as a part of solutions to the issues. The team also wish to study Fazz Kerepek's strategies to become one of the famous chips company in Malaysia.

## 1.2. Problem Statement

- Chips or 'kerepek' is a famous snack for Malaysian and always in demand especially during Hari Raya festivals, where the demands for chips will increase tremendously. However, Fazz Kerepek always cannot cater to this excessive demand of chips especially during Hari Raya season. Therefore, the root cause of this issue is to be determined and the team wish to come up with recommendations to help solving this issue.
- In modern days, consumers are looking for easier and convenient way to purchase their goods, thus, making online shopping very popular nowadays. Fazz Kerepek is very popular around Malaysia where many of the customers come all the way from other states to buy their chips. However, the company has no agents and only has one opening branch in Banting. Apart from that, Fazz Kerepek does not sell their products online, so the customers had to come all the way to Banting in order to buy their products.

### **1.3. Objectives of the Study**

- To investigate issues and problems faced by the company through observations and interview.
- To make recommendations to the company on how to overcome the issues.
- To study the effects of uses of technology in company's productivity and financial achievement.

## **2. COMPANY INFORMATION**

### **2.1. Company Background**

Fazz Industries Sdn. Bhd, formerly known as Fazz Enterprise was founded by Tuan Haji Mahmudin bin Abas. The company was named after his children. In 1981, Tuan Haji Mahmudin bin Abas had started the business in small scale by processing chips mainly from cassava, banana and sweet potatoes at a small workshop beside his house. After two years of operating, the business had developed well and the owner decided to establish a proper manufacturing factory at Jalan Cempedak, Kampung Sungai Lang Baru, 42700 Banting, Selangor, Banting on 24<sup>th</sup> February 1983.

Today, Fazz Industries is operating as both manufacturer and supplier for chips. Besides that, they also import and promote products from small industries (IKS) by selling them at their shop. IKS refers to Industri Kecil & Sederhana. Their featured chips are 'kerepek ubi masin, kerepek pisang tanduk and kerepek ubi pedas'. The process flow for their chips production includes peeling, slicing, washing, frying, straining, mixing (flavouring) and packing. Since Fazz Industries Sdn. Bhd had been operating for almost 40 years, they already had their regular customers and according to Encik Fazzly, their target market are adults aging from 30 and above. Fazz Industries Sdn. Bhd or known as Fazz Kerepek operates daily, 7 days a week from 8:00 am to 10:00 pm.