



A CASE STUDY AT CRISP FACTORY

JAEZ INDUSTRIES (M) SDN.BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY : FACULTY OF HEALTH SCIENCE
PROGRAMME : BACHELOR OF ENVIRONMENTAL HEALTH AND SAFETY
SEMESTER : 7
PROJECT TITLE : A CASE STUDY OF OPERATION PROCESS AT
JAEZ INDUSTRIES (M) SDN. BHD

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ACKNOWLEDGEMENT

Assalamualaikum WBT, we would like to express our profound gratitude to the following that in one way or another helped us to complete this case study.

To Mr Zaihan Zainuddin, the manager and founder of Jaz Industries (M) Sdn. Bhd., thank you for being cooperative during our assessment and interview.

To all Jaz Industries (M) Sdn. Bhd. Staff, thank you for being very helpful and cooperative.

Thus, it was a great learning experience developing this case study under the guidance of Madam Zanariah Binti Zainal Abidin. We express our gratitude and sincere thanks to you madam. Without her active support, guidance and encouragement, the project would not have been on the lines where it is. We are obligated for all the support. She provides us a co-ordination in providing the study material guidelines which has helped tremendously to make the project more informative and comprehensive.

TABLE OF CONTENT

NO	TITLE	PAGE
1	INTRODUCTION	5
2	COMPANY INFORMATION	6
3	COMPANY ANALYSIS	7-8
4	FINDINGS AND DISCUSSION	9
5	RECOMMENDATION AND IMPROVEMENT	10
6	CONCLUSION	11
7	REFERENCES	12
8	APPENDICES	13

EXECUTIVE SUMMARY

The aim of conducting this study is to identify the potential of the company based on the SWOT analysis and Consumer Trend Canvas. In this study, we chose Jaz Industries (M) Sdn. Bhd as this company is the largest supplier for crisp in Kuala Langat District. This company has potential to place their product in a better market such as the overseas market. To ensure this company able to fulfill the demand in the future, a few mechanisms need to be implemented so that the current problem can be solved without disturbing the company's production. The data collected in this study is based on observation, interview and review of the document and previous records. The data collected will be analyzed and the recommendation will be given in order to improve the performance of the company. The interview has been carried out to understand the real situation that happens in the company.

SWOT Analysis

Strengths :

- Well-known brand.
- Strong consumer loyalty.
- 30 varieties of flavours and ready salted.
- The packaging is recyclable.

Weaknesses :

- Production machine easily breakdown.
- High maintenance bulky machine and service .
- Irregular supply.

Opportunities :

- Increase production through better machine.
- Consistent supply.

Threats :

- Consumers lost trust and moving toward.

INTRODUCTION

The background of the study

A case study is conducted to analyze Jaz Industries (M) SdnBhd, a company that produces a variety of crisps. Jaz Industries (M) SdnBhd is located at No 3 Jalan Semarak 3, Kampung Sungai Kelambu, Banting, Selangor. Besides potato chips, Jaz Industries (M) SdnBhd also produces other products such as yolk crackers, onion chips, banana chips and dhal chips. Flavored carbonated drinks like oranges, strawberries, grapes and more. There are also produced cordial tamarind drinks, Nata de Coco, and Al-Mustajab raisins. All food snacks distributed by Jaz Industries (M) SdnBhd have been packaged and labeled on behalf of the company as approved by the Licensing Department, Ministry of Consumer Affairs, SIRIM and the Islamic Religious Department (JAKIM) to obtain the approval of the use of the HALAL mark. They also export most of their products to other countries especially crisps.

The purpose of the case study

1. To improve their operation process and business performance
2. To explore innovation opportunities
3. To make recommendation
4. To identify problems regarding the production of the crisp

There are a few business problems that the factory is facing now.

1. The high demand of the product
2. Long time required for production of the crisp
3. Machine is too bulky and hard to clean the surface
4. The machine is easily broken, malfunction and effect the production of the product
5. Required lot of money on maintenance and workers energy

As a result, we have created a technology to improve the existing machine by making it more flexible, portable and easy to wash using food grade liquid cleanser. By using this new technology machine, it has been assumed that besides the factory can improve their quantity of the production, it can also improve the quality of the food product. Thus, it will be more time saving for washing the machine, required less workload, can save energy, easy maintenance and save cost.