



اَوْبُوْرَسِيْتِي تِي كُوْلُوْ كِي مَارَا
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(Product of Mee Sanggul)

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**SIRATULRAHIM
ENTERPRISE**

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1.0 INTRODUCTION

1.1 Background of the Study

Component of the food industry is the largest business in Malaysia. Small and Medium Enterprises (SMEs) play an important role in the economic development of a country. It is capable of providing jobs and generating the output based on locally produced ingredients. The success of the Small Medium Enterprise(SME) to some extent is influenced by the elements of effective marketing. As for our case study, we had chosen a Small and Medium Enterprises company named Siratulrahim Enterprise which is located in Kepala Batas, Penang. This company was known for their specialty in producing 'Mee Sanggul'. This case study provides information obtained through issues or problem identifications, company analysis, discussions and recommendations for the company.

1.2 Problem Statement

According to an article by Establishment and Enterprise Census of 2015, from a survey by Bank Negara Malaysia shows that various problems faced by Small and Medium Enterprises (SME) business operations include competition from larger companies, unable to obtain a loan, lack of skilled labor, competition from new companies and a lack of support from the Government. In this study, we have found that the biggest issue of Siratulrahim Enterprise as a small company is lack of proper management, production, skilled, and marketing. The problems faced by small firms are expected to be more serious than large firms. Siratulrahim Enterprise is a small company which is less efficient and still depend on the traditional organization and production techniques. Resources allocated are an inadequate and inefficient organization to coordinate. There is no financial problems happen to this company but the level of technology and low labor skills can doubt the quantity of production.

1.3 Purpose of the Study

The main purpose of this case study is to identify the main problem of the Siratulrahim Enterprise and how it works in the current development flows by taking aspects of the operation, competition, and organizational issues. Also, the recommendation that we can share to improve the marketing strategy for this company.