



اَوَّلُ رِسَالَةٍ تَكْتُبُهَا لَوْ كُنَّ مَبَارَا
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ENT600 – TECHNOLOGY ENTREPRENEURSHIP

Ramly Food Processing Sdn Bhd

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INTRODUCTION

Background

This study focuses on RAMLY FOOD PROCESSING SDN BHD is a well-known Bumiputra-owned food-based manufacturer dealing in meat-based products such as beef, chicken and seafood. The company was founded in 1984 from a pure desire by owners, Dato' Haji Ramly Bin Mokni and Datin Hajjah Shala Siah Binti Abdul Manap to produce halal, clean and quality product. The company owns a processing plant located in SME Industrial Park, Mukim Batu, Kuala Lumpur offering job opportunities in management, production to product marketing and distribution. RAMLY is now a household name in Malaysia and international markets. Infact RAMLY already have several franchise operating in whole Malaysia include Sabah, Sarawak.

Problem Statement

Eventhough it was an established company but there are plenty of complaints base on our interview among the customers of RAMLY branch at RNR Gurun Utara, Kedah Darul Aman. Most of them are disappointed with the front liner order counter because of long queue. Long queue occur because of slow food preparation in kitchen that asked the custmer to wait too long at the counter. Most of the it happen because RNR Gurun Utara is not busy RNR like Rawang, therefore they only prepare the food only when ordered.

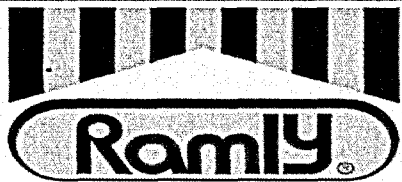
Purpose of Study

To study the effective delivery system, purchase order system and human resources using technology in RAMLY. Furthermore, to provide recommendations to improve the efficiency, productivity and decrease queue waiting time.

COMPANY INFORMATION

Background History

Ramly Food Processing Sdn Bhd



Type	Private
Industry	Frozen and fast food
Founded	1984; 34 years ago in Kuala Lumpur, Malaysia
Founders	Dato' Haji Ramly Mokni (Chairman) Datin' Hajjah Shala Siah Abdul Manap (CEO)
Headquarters	SME Industrial Park, Mukim Batu, Kuala Lumpur, Malaysia
Key people	Dato' Haji Ramly Mokni Datin Hajjah Shala Siah Abdul Manap Siti Hayu Haji Ramly Mohd Zaharin Haji Ramly Siti Hazura Haji Ramly
Products	Mostly fast food such as burger and frozen food like frankfurter, nuggets, meat balls, fried chicken, buns, and sauces like chilli and mayonnaise
Website	www.ramly.com.my

The company was founded by Haji Ramly Mokni in 1984, with the aim of developing a clean and good-quality halal Western fast-food chain in Malaysia. Ramly started a business selling burgers with his wife from street food stalls in 1979. While working as a butcher in a market, he discovered that it is unknown whether most fresh-meat sources were halal or not, leading to Ramly's decision to produce a halal-certified meat source for all Muslim consumers in Malaysia. As of 25 August 2015, the company has invested around MYR 1 billion to build a factory in the Halal Hub Industrial Park, Indah Island,

Selangor, with a MYR2 billion revenue target once its factory opens in the latter half of

2017. The Ramly Group currently exports its products

to Singapore, Thailand, Indonesia, Myanmar, Cambodia, and Bangladesh, and is planning to