



اَوْبُنُوْرَسِيْتِي تَتِيكُونُوْ لُوْ كِي مَارَا  
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TEKNOLOGI  
MARA

**FACULTY OF ART AND DESIGN**

**UiTM MACHANG, KELANTAN**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**(ENT300)**

**ASSIGNMENT 1 – CASE STUDY (INDIVIDUAL)**

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### **3. Executive summary**

In this document will show the case study about Chan Rak ter Sdn. Bhd is a company that sells Chan rak ter and Chanrakies branded water and cookies. Hq company is located in Shah alam and has many agents selling its products and it will be a product that is quite famous in 2020 and 2021. Based on what I can study, this business started when a lot of branded water was produced by well-known entrepreneurs and it became a phenomenon in doing business like this, but some were well accepted by the community in Malaysia, but some were the other way around, but for this Chab rak ter brand it can be accepted by the community in the sale of its product in malaysia even though it is a product based on a Thai recipe in producing it in terms of name we already know that it is related to Thailand. During the case study what i have learned is how this product can survive in the market and can be accepted by a community and so on. The product also has no exceptions in the target of its sale in the market because it is open to all sections of society. The sale of this product has been established throughout Malaysia because it has an agent who sells this product, it can be purchased at retail stores and so on. In addition, this business has also provided many job opportunities to the community to generate daily income by becoming an agent of Chan rak ter and Chanrakies. This case study provides a platform for the opposite entrepreneurs to develop their potential by adapting the entrepreneurial competencies which proven success supported the findings.

## **4. Entrepreneur Profile**

### **- Background of the entrepreneur and company**

Mr. Sas syed started her business selling Caramel milk and cookies under the brand Chan Rak Ter for caramel milk and for cookies Chanrakies . It all started when on social media, there was a stir with the sale of cookies and water products that required little capital and made a profit. It gave Mr. Sas Syed the idea to make the Chan Rak Ter brand which is caramel milk from Thailand. various social media platforms has been used in the sale of this product for example such as Instagram, facebook, website and so on in the mission to sell this product and introduce it in the market. This product has been available for 3 years, starting in 2019, when this product was introduced 9 these products are relatively little known among the public and various efforts and strategies are done in the sale of this product, such as setting up a team in the company to discuss strategies that needs to be done in marketing this product.

### **- Product and services**

Chan rak ter also produces cookies and cereals branded chanrakies, they are 2 products eaten with chocolate sauce made by the company. It has been surveyed among the Malaysian community, many people like chocolate and it will get response if you make the two mixes. in one product of this sale, for example, like these chanrakies cookies, there is chocolate sauce in them, the way to eat them is by dipping the cookies into the chocolate sauce that has been prepared. Chan Rak Ter has been within the market since 20019 and has now grown to quite 30 branches throughout Malaysia. The most aim of the Chan Rak Ter founders is to move forward globally by leading the telecommunications and the variety within the food and beverage industry through aggressive branding and merchandise innovation. This product also has a network in some stores in Malaysia in other words it can be found in any state in Malaysia. In fact, it can be purchased on social media such as Instagram, facebook and even shoppe can also be found. For Chan Rak Ter, what is available is Chan Rak Ter using one amongst the business models that is business and franchise manufacturer. Franchises are often defined as methods of distributing products or services. A minimum of two levels of individuals are involved within the franchise system: (1) the franchisor, which establishes trademarks or trade names and business systems; and (2) the franchisee, who pays royalties and is usually the initial fee for the correct to conduct business under the franchise name and system. Technically, a

contract that binds both parties may be "franchise," but the term is usually to mean the real business of which the franchise operates. Whereas, a manufacturer could be a registered person or company that manufactures products made up of raw materials in an effort to form a profit. The products are then distributed to wholesalers and retailers who are then sold to customers. Retailers display their products through brick and mortar stores or on 3<sup>rd</sup> party e-commerce platforms. Within manufacturing industry, products are manufactured in large numbers to satisfy the inevitable demand of consumers.

### **- Marketing and Operation of Business**

Chan Rak Ter product sales has a chain in selling this product that is the manufacturer of this product will sell to the sales makers team and the sales makers teams will sell will give to the agent while the agent will give to the dropship agent. Each chain will get a reasonable profit. This is because the manufacturer of this product, Chan Rak Ter sdn. Bhd. to the sales makers team, they will make a profit in giving the product to their agent by selling the product at break-even price and a little profit and the agent will sell it to the dropship agent at the same price as well, which is the top price at break -even for dropship agent they will sell the product directly to the customer and they need to give a little profit to the agent. In addition, this strategy has been thought of in this Chan Rak ter company, because there are teams from various angles such as graphic design, marketing, sales maker and many more, it is the peacock thinking efforts in producing this product sales chain The first involves paid media advertising. Paid advertising is that the reasonably advertising we have to get. Marketers pay ad space owners in exchange for the utilization of that space. For larger businesses like Chan Rak Ter exposing the brand could expand their business to a bigger scope. By using this strategy, they are make it one among the foremost successful brands within the business.