



UNIVERSITI TEKNOLOGI MARA

(CASE STUDY ENT 300)

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TABLE CONTENTS

1. EXECUTIVE SUMMARY

2. ENTREPRENEUR PROFILE

- JERUK PAK ALI BACKGROUND COMPANY

3. ENTREPRENEURIAL COMPETENCIES

I. INITIATIVE

II. CONCERN FOR HIGH QUALITY WORK

III. SYSTEMATIC PLANNING

IV. PERSUASION

4. APPENDICES

EXECUTIVE SUMMARY

Entrepreneurship is the activity as an entrepreneur, which can be defined as 'carrying out innovation, finance and business in an effort to transform and produce an innovation on goods and services in the economy'. This can result in new organizations or can be part of invigorating mature organizations in response to perceived opportunities. The most obvious form of entrepreneurship is starting a new business (referred to as a startup company). However, in recent years, the term has been expanded to include forms of social and political entrepreneur carries out activities in a large firm organization it is referred to as intrpreneurship. This semester, in the subject of entrepreneurship, students are assigned to choose a company to make a case study report. In this assignment, students need to research their company background and entrepreneurial competencies. For this case study , I was choosen the company from iks products (industry kecil sederhana) that is Pak ali food industries Sdn. Bhd as the personal entrepreneurial competencies key characteristics. Through this assignment, I got some information about this company. Apart from that, I can know a lot of efforts that have been made by pak ali in developing their business so far. The company started with little capital and only sold at home but now their company is well developed and well known in Malaysia. There are many obstacles he faced from difficult to successful as it is now. His initiative, concern high quality of his products, systematic planning and persuasion some key characteristics that make him to become a successful businessman a well-known fruit pickle producer in Penang.

ENTREPRENEUR PROFILE (JERUK PAK ALI)

Pak ali's honey orange company has been run since 1985 on a small scale at home, founded by Haji Ali Omar, 67 years old. This company started commercialized in 2007, under the creative key company, starting with a capital of RM 15,000 now has a working capital over RM 300,000. It is the only bumiputera orange factory that produces orange commercially. products (orange) under the guidance of the Penang Regional Development Authority (PERDA), Ministry Of Agriculture (MOA), Department of Agriculture FAMA and MARA. The oranges produced require fruits that are leased directly from farms such as the sala mango farm in Perlis. Commercial citrus products such as mangoes, kale, cermai, nutmeg, rokam and salak fruit can generate the local economy. There are over 30 types of wet oranges and 50 dried oranges. There are also products for making fruit pickles.

Pak ali food industries sdn bhd is a leading producer of fruit pickles in Malaysia and is known for its special taste and aroma under the "Pak ali" brand. These oranges are produced from quality fresh fruits selected from the farm. This delicious and highly nutritious taste is produced through a combination of traditional recipes and the latest technology from the Malaysian agricultural research and Development Institute (MARDI). Pak ali honey orange products have been recognized as Halal Certificate from the Department of Islamic Development Malaysia (JAKIM), Must Certificate from the Ministry of Health Malaysia (MOH) and '1 Malaysia Best' Certificate from the Federal Agricultural Marketing Authority of Malaysia (FAMA). In conjunction with MAHA 2014, our company was awarded as the winner of jaya agro- based industry at the national level by the Ministry Of Agriculture and Agro Based industry. The award was presented by the prime minister of Malaysia.

The production of oranges is carried out in a factory located in the Perda Tasek SMI Industrial Area, Simpang Ampat, Seberang Perai Selatan, Penang since 2009. In this factory, tourist and customers can also see the orange manufacturing industry more closely as well as shop for products. Pak ali food industries sdn bhd and the products of other local entrepreneurs from Penang at the pak ali honey oranges sales center. Pak ali's honey orange is now increasingly famous as a handicraft from penang. It is must for tourists who visit penang to get pak ali's honey orange as a souvenir for relatives and friends. Pak ali's honey orange is also now in demand by all walks of life. Oranges are produced in a clean, safe and enclosed condition, coupled with a delicious taste, making it the product of choice for many Malaysian.

ENTREPRENEUR COMPETENCIES.

1. INITIATIVE

The success story of penang's famous citrus entrepreneurs, pak ali, is one of main highlights of the bank Negara Malaysia (BNM) financial carnival, to share this success to small and medium enterprises (SMEs). Managing director of pa kali industries sdn bhd, alias ali said, starting from just a small business with a pocket money of RM 15, Pak ali's enterprise has now grown rapidly to successfully penetrate international markets such as Brunei, Singapore and Even Ireland. Alias said the government through its agencies had provide many incentives to SMEs to help them grow their businesses. Therefore, he said, local companies need to work hard to improve their business to remain relevant and be able to maintain their income.

Alias and her children attend many courses and programs run by the Malaysian Agricultural Research and Development Institute (MARDI) for examples, and there we gain knowledge to improve product quality and at the same time learn new things. 'now everything is done automatically where it can be controlled via mobile phone' he told reporters at the carnival which lasted for three days which started yesterday. He said the company used a lot of technology in speeding up its business processes especially for counting stocks and accounts.

However, alias stressed the company still continues to employ the workforce because it wants to share revenue with them. 'our fruits are still cut manually, using local workers and do not rely entirely on modern technology. This because we want to help improve the living standards of the villagers. 'starting with six employees in 2009, we now have more than 400 employees and they manage to earn up to RM 3,000 a month,' he said. Alias said apart from 28 types of fruits pickles, pak ali's company also sold other products including dodol, nutmeg juice, rojak sause and anchovy sauce. According to him, the company now sells about 300 tones of oranges per month (compared to 10 tonnes in 2009) Through 50 stokists nationwide. The company was last year named the main winner of the outstanding Agropreneur Award in the 2017 agrobank.

2. CONCERN FOR HIGH QUALITY OF WORK

Privileges and advantages of Pak Ali honey orange is their using granulated sugar (no sugar mother) extra natural bee honey using apple cider vinegar (good for health and beauty). Not many preservatives (10liter of water only 30 grams of sodium bonzaid can be mixed). Anyone who eats Pak ali's honey orange will not cough and will not have a sore throat. The quality of the fruits pickles from their company is very fresh and satisfying to eat as they are picked from their own fruit farm grown as well as in the pickle processing plant they prioritize cleanliness. Here , we can see that pak ali is very concerned about the high quality of products in order to satisfy their customers as well as attract customers to buy their products always. Not only that, they also use a package of fruits pickles that are safe and suitable to be used as handicrafts from penang. The quality of the package like this, can prevent insects from entering the package. It is proven that, products from Pak Ali factory guarantee high product quality.

3. SYSTEMATIC PLANNING

Cultivated and processed using village fruits can increase their income. Business concepts and opportunities for distributors or retailers is adopting the concept of selling directly to customers, Try before buying!. Distributors, traders and retailers are very welcome, capital in the range of RM500 between 40-50%. There are over 30 wet and dry (orange) products. Distributors or dealers are given the freedom to determine the method or manner of sale, and if it involves site rental in a business premises then the responsibility of the distributor or dealer himself. Huge market potential in the klang valley, south and east coast, pure, clean and halal products.