



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
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ENT 300

Fundamentals of Entrepreneurship

CASE STUDY

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1.0 EXECUTIVE SUMMARY.

The Fresh Calamansi is a lime, palm, and durian orchard business but the main product now is cordial lime juice. As far as I know, not many business produce lime cordial juice products such as The Fresh Calamansi. The lime cordial juice is equally high quality as the others products cordial. In this case study, I had done some research and discover more information and knowledge regarding this business. I had chosen this business because of it marketing strategies and high-quality work development on ensuring consumers consume a halal and safe yet tasty cordial juice.

As common it is not easy to start and do a business, Encik Nizar is one of the businessmen who is still new but have many ideas in developing his business to be successful. The entrepreneurial competencies that he has is problem solving, sees and act of opportunity, persistence and information seeking. Encik Nizar shares a lot of his experience for the past 3 years with me that I could apply in daily life. In conclusion, it is not impossible to achieve something if we could just give it a try because no pain no gain.

2.0 BUSINESS DESCRIPTION.



2.1 History of Entrepreneur.

Encik Khairul Nizar Bin Abdullah was born in Kampung Pulau Besar Kampung Gajah, Perak on the 7th of May in 1974. He is the sixth child of nine siblings. He has an education certificate in Electrical Engineering Industrial Equipment and Petroleum Control from Sarawak Polytechnic. Next, he also has a diploma in Electronics from PUO and Bachelor of Electrical and Electronic Engineering from USM. He worked as a Service Engineer at Fisher Scientific and a Service Manager at Khalis Prominance.

The idea of starting the business was sparked when there was a dumping of ripe limes on the trees, and it was unsold. The price minus to wholesalers used to be 30 cent per kilo. Wages collected 30 per basket thus made the farmers lose. It was trialed many times before it became cordial like now. His friends and Facebook help a lot in marketing strategies.

2.2 History of Business.

The business started in 2020 during the very first Movement Control Order. Previously, the company only sold fresh lime. Due to the volatile price and the price of ripe fruit, he started producing lime juice and cordial products. ESI Enterprise Distribution Company is led by Khairul Nizar Bin Abdullah. Encik Nizar runs a lime, palm, and durian orchard business. The registered address is at No F32 Kampung Kelang 36800 Kampung Gajah, Perak. Apart from the branch at Bangi Gateway Shopping Complex as a sales shop for Selangor.

This company was established to offer a solution for dumping lime that cannot be marketed to wholesalers where the price is just under 30 cents per kilo. On the other hand, it has been established since 2018 for repair work on electrical and electronic equipment in addition to managing the garden. Now, the company only focuses on Khalis Kasturi products as its main business.

The original product was only lime and then diversified to meet customer demand, namely lime essence, cordial lime, and lime juice. There is a choice of either plain, no sugar, no sour plum or lime only. This product is homemade SME and self-employed to raise capital to repair the existing water plant at address F32 which needs capital for renovation. This business only focusses on juice Fresh Calamansi.

The Fresh Calamansi once is not an up-to-date business, which mean it does not have media social until Federal Agricultural Marketing Authority (FAMA) gave them a chance to develop online marketing in about 2 years. As a result, The Fresh Calamansi is now on many media social such as Instagram, Facebook and they also have their own website now. This is to make their consumers to have an easy access of their product.

This 2021 year, this business is now doing a collaboration with University Putra Malaysia (UPM) to produce lime products for detox and medicine. This is a tremendously good opportunity for The Fresh Calamansi to be recognize by people in Malaysia more. Encik Nizar also hope that with the help of agents and young generations can make this business well known in this country first.