



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

NAMA: NUR IMANINA NUWAIKRAH BINTI KAMALULA

MATRIX NUM: 2019209526

FACULTY: FACULTY OF ART AND DESIGN

COURSE: AD118

SEMESTER: SEMESTER 4

LECTURER NAME: RAJA ATTIK ARIFFUDDIN RAJA ARIFF

CONTENT	PAGES
Executive Summary	1 page
Business Description	1 – 4 pages
Entrepreneurial Characteristic	1 page
Appendices	1 – 4 pages

# 1. Executive Summary

---

The case study is important to evaluate the company's background, company's analysis as well as the company's problems and alternatives that the management has provided. The methods that used to study the analysis is face-to-face interviews with the management of the company through phone call and review from people already have purchased and taste the products. Here is my case study. We ought to do in individual since we are in PKP, so I just make a research and choose based on google.

Based on my research during the google search, the founder of Edlee Food Services is Mr. Mohammad Edlee Bin Hj. Ismail and his father Mr. Hj. Ismail Bin Mohamed was the person who are responsible to ensuring that the company had running smoothly.

Edlee Food Services has been registered under the Companies Act 1965 on year 1999, while Edlee Fried Chicken was registered in 2003.

Starting from 1999 its journey started from small stall in a night market to a big restaurant that has been established 2003 to 2012 it have been serving complete friends and family meals at affordable prices.

Some of the solution with fresh new ideas to market and promote Edlee Fried Chicken.

Description of detailed activities that we are going to take in order to keep pace with the changing fast food market.

## 2. Business Description

---

### 1. Name of Company

Edlee Fried Chicken is well known as food industries in Malaysian since 2003. The company was founded by Mr. Mohammad Edlee Bin Hj. Ismail and his father Mr Hj Ismail Bin Mohamed. They both were team up together to create food products. The name of Edlee is based on the founder name Mohammad Edlee Bin Hj, Ismail. They also want people out there who do not any job opportunities and still trying to find a new job to join their business. They also serve many interesting menus at their restaurant such as Fried Chicken (Original), French Fries, Chicken Roll, Mushroom Soup, Chicken Chop and so on.

### 2. Background of The Company

The founder of Edlee Food Services is Mr. Mohammad Edlee Bin Hj. Ismail and his father Mr. Hj. Ismail Bin Mohamed was the person who are responsible to ensuring that the company had running smoothly.

Edlee Food Services has been registered under the Companies Act 1965 on year 1999, while Edlee Fried Chicken was registered in 2003.

. Name: Edlee Fried Chicken by Mr. Mohammad Edlee Bin Hj. Ismail and his father Mr. Hj Ismail Bin Mohamed

. First launched: In 2003, come out with fried chicken only

-Original Fried Chicken

. Was promoted at:

- Facebook Edlee Fried Chicken Facebook
- Instagram @edleefriedchicken

. Hotline: 09-733 8352

## . History of Company

In March 2003 the Managing Director of HPA held a discussion at the Eastern Region Telecom Training Centre ,Kota Bharu,Kelantan.Several experienced friends in broiler farming including a veterinarian (broiler breeding field.Dr Saari bin Husin (DAHP.DVM-UPM) was present.The decision was taken from discussions by entrusting Dr.Saari to compile and design the large-scale farming system began to formulate organic ration formulation (three of basic ingredients of dubious food in the context of sharia especially protein sources in rations,free of chemical such as antibiotics and “growth promoters”).

List of the menu's that serve in Edlee Fried Chicken
--

1	Fried Chicken (Original)
2	Edlee Chicken Rolls
3	Edlee Burger
4	Edlee Black Pepper Burger
5	Edlee Poridge
6	Korean Fried Chicken
7	Chicken Chop