

**MARA UNIVERSITY OF TECHNOLOGY  
BACHELOR OF GRAPHIC DESIGN (HONS)**



**CASE STUDY: COMPANY ANALYSIS**

**Ms. Dira Mart**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530) : CASE STUDY**

**FACULTY & PROGRAMME : FACULTY ART & DESIGN / AD241**

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**PROJECT TITLE : CASE STUDY: COMPANY ANALYSIS  
OF YAS FOOD PRODUCT**

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## **EXECUTIVE SUMMARY**

Ms. Dira Mart was registered under SSM on 13/9/2017 and started fully operating at Pt 739 Jalan Kelaboran, Perumahan Dalam Rhu in January 2018 which is fully managed by Nur Syadira Atika Binti Awang Su. At the beginning of the establishment of the mini market business was fully supported and driven by her family, especially her mother. YAS is launching a new dipping sauce that is homemade chilli dipping sauce and tomato dipping sauce specifically for Chicken Rice and any Malaysian Cuisine.

YAS started in 2020. According to the customer review, the product gave fantastic feedback due to their specialty taste of tanginess of the vinegar and strong fermented flavour of garlic in the dipping sauce with a hint of sugar. Price is affordable and liked by many people. The business is only in Jalan Nelayan, Tumpat neighbourhood.

# 1. INTRODUCTION

## 1.1 Background Of The Study

SOS PENCICAH (chilli sauce) is not as well known throughout Malaysia. This product is a local product. The target market is for locals, individuals, housewives, side customers, small traders, food stalls, grocery stores, school children and housing residents in the surrounding areas. The market size is estimated at about 20,000 people consisting of public & private employees, traders, school children and housewives. Also includes side customers and non-residents (visitors) who use the slip road to Pantai Sri Tujuh and Pantai Genting. The number of these sales is estimated to increase over time by maintaining good relationships and improving service with existing customers. It will be in high demand every day and will continue from time to time especially during the festive season, feasts and crowds.

The marketing strategy is the the product to be sold consist of goods that meet the priority conditions as follows: Branded (Genuine), Quality (ISO Std), Bumiputra Products, Pure, Clean and have the Halal Mark logo from JAKIM. This is because 90% of the company's target customers are Muslims so this strategy needs to be emphasized in order to gain the trust and confidence of the Muslim community. All items are packed perfectly and the price is fixed. There is no bargaining. Goods purchased in bulk directly from the manufacturer at a discounted rate are sold at a low price.

Promotion and advertising are important aspects that will be given major emphasis in developing and growing the company's business. The focus of the promotion at the initial stage is to provide 'Market Alert' to residents, traders and wholesalers of groceries in the surrounding area by Installation of banners at several strategic places that have been identified, Posters and flyers will be distributed to nearby houses, shops, markets and mosques as opening notifications and promotions. Hold promotions in the form of discounts and souvenirs for lucky customers on the opening day. with the background of this study, we hope that every problem that will be identified will be addressed with a wise solution.