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mamart[®] concept outlet

CASE STUDY: COMPANY ANALYSIS

MAMART CONCEPT OUTLET

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EXECUTIVE SUMMARY

Mamart food is outlet named of KHM FOOD INDUSTRIES as a manufacturing company that produces and sell Otak-Otak (use nipah leaves or popiah otak-otak) and *Tauhu Bakar* sauce. In accordance with the growth economic, Mamart Food also produces *pepes*, *satar*, and *keropok lekor*. They have almost 40 branches outlet and their concept is frozen and restaurant.

The report will contain the company information such as background of the company, organizational structure, types of products that provided, business, marketing and operational strategy and also financial achievements, the main issues problem, the strengths, weakness, threat and opportunity (SWOT) analysis and the suggestions on appropriate solutions.

The report begins with the environment of Mamart Food which is aim towards urban community as their target. General publics are targeted with their variety of product consisting of otak-otak. All of product are sold at a reasonable price. This company in its current position are positive and going against Misa Frozen as their main competition, with each having their own identity and strategies to attract their customers. Mamart Food stands out by using a cheap price for their product and give a large amount of quantity for their customers not like other competitors.

In Mamart food, their business strategy into the market is by giving a cheaper price for their customers. The marketing strategy that being used is promotion strategy which done by the headquarters at Sri Gombak. Usually, they promote it at media social such as Facebook and they also have a website and sometime put a banner or bunting. As for their operational strategy, the process of making a frozen food is done through different process such as preparing a otak-otak, checking up an orders, managing inventory, packing a product and maintain their finances. For their business hours opens at 12pm and close at night.

The SWOT analysis helps Mamart Food in developing a strong business strategy as they know all the factors will help them stay as the best against their competitors. Their strength are their product is best quality even the price is cheap. While their weakness are low of production. They cannot fulfill all the demand from the customers. For opportunities, their product is very well and high demand during a pandemic of covid and they have planned to take the opportunity to increase the outlet at Port Dickson and Melaka Tengah. Last but not least, the threat that they have to face are more competitors to compete.

1.0 INTRODUCTION

1.1 Background Of Study

Students who are required to take this subject Principle of Entrepreneurship will be exposed through an interview with a small business enterprise under the case study assignment. The purpose of this study is to expose the student to the business industry and give knowledge about the knowledge that they learn in the class to relate with the real situation in the business on the operation of a business.

This study also opens student perception on understanding the theory of entrepreneurship in creating new ideas or solutions that can be improved in the future. The students also can get the basic knowledge in creating new ventures in the future or can know the working start up in the corporate industries. The base of entrepreneurship is about the value creation of an idea, identifying the business opportunities and adding up some innovative elements and ways to use the resources efficiently.

In this assignment, the students are required to interview small medium entrepreneurs in Malaysia and make findings relating to the problems that arise in the business and suggest relevant and possible solutions that can help improve the business performance. In this assignment, the student gets more exposed with the way a business operates their business in terms of operation, how the marketing and the finance are involved. Our group decided to take Mamart Food as our case study that is related to a frozen food business operation. Our group wants to know in detail about the strengths and the weaknesses of this business that can be improved for future performance.

Entrepreneurship knowledge provides the students with the foundation knowledge, skills and motivation to encourage business achievements from different aspects that can attract students involved in entrepreneurial industries after graduating from universities and create more job opportunities in the future to help the nation's economy. Entrepreneurship knowledge is essential to create more job opportunities until most of the universities make this subject as one of compulsory subjects that need to be taken by the students as a basis for the students before they graduate. Entrepreneurship education focuses on development skills for an entrepreneur's need in realizing the business opportunities in the future.

1.2 Purpose Of The Study

The case study is like a summary or a background for a business. Businesses use this kind of case study to show the users how useful their product is towards the users in the industries for daily use. Instead of just explaining about the type of products that the business offered to the customers, this study will go into detail about the goodness of their product. Other than that, it also gives us the idea on the marketing and the operations of the business in the simplest way to overcome weaknesses.

This case study was conducted to expose and give the idea of the problems that can arise in the business. Every business must at least have their own problems and solutions to overcome the problems. So the purpose of this study is to give students a clearer picture about a business. They can get more knowledge about the weaknesses about current business in the industries and create alternative solutions that can help to improve current business. This can help the students to think creatively outside a box to create a better way to improve current business in terms of marketing, operations, and finance.

This study also allows students to understand more and practice what they learn in the class relating to the required entrepreneur must have and excel in certain skills. The lesson also states that the objective of a business can be achieved in various ways. Entrepreneurship also teaches us to grab any opportunities that can help a business especially in terms of financial gain. Other than that, we can see right now, there are limited job opportunities offered to the workers especially to fresh graduates. So this subject will help the universities to create more postgraduates that can create more job opportunities in the future if there are no jobs offered to them after finishing their study. Students who have experience through this kind of training have the skill to recognize possible opportunities and encourage creative thinking in organizing a business. They also can create more job opportunities and generate their own income by themselves without having been employed by a great company.