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RAMLY BURGER

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INTRODUCTION

An entrepreneur is a person who starts a new company, bearing the majority of the risks and receiving the majority of the rewards. The process of starting a company is what we called as entrepreneurship. The entrepreneur is often regarded as an innovator, a source of new ideas, products, services, and business or procedures. Entrepreneurship education aims to provide students with the expertise, skills, and inspiration needed to promote entrepreneurial success in a variety of settings.

Entrepreneurship preparation is available at all levels of education, from elementary and high schools to graduate university programs. In this case study, students must do a research of an entrepreneur of which company they have chosen. As for me, I choose Ramly Food Processing Sdn. Bhd.

The aim of this case study is to expose students of how real business are conducted, and what it takes to be a successful entrepreneur. Using appropriate software, data about the business organization must be gathered, analyzed, and presented as meaningful information. Students will understand more about entrepreneurial ventures and running a profitable enterprise, including obstacles and accomplishments, in the process.

EXECUTIVE SUMMARY

In this case study, students need to do research on an entrepreneur of a company and collect as much information as possible about an entrepreneur. The primary goal of this research is to expose students to the real challenges of conducting a business. I've chosen Ramly because it is one of Malaysia's most famous frozen and fast food companies. Ramly Food Processing Sdn. Bhd. is a well-known Bumiputera-owned food-based product manufacturer specializing in beef, chicken, and seafood. Dato's Haji Ramly bin Mokni and Datin Hajjah Shala Siah binti Abdul Manap formed the company in 1984 out of a sheer desire to manufacture halal, safe, and quality goods. It all started as a small family business. His inspiration stems from his observations while working as a meat cutter at a supermarket. Ramly Burger has grown from a single burger stand to a food manufacturer, and it is only getting stronger by the day. Their commitment in delivering healthy, quality and halal meat to consumers can be seen across their journey and the creation of ideas to create a better business opportunity.

ENTREPRENEUR PROFILE



The founder and owner of the Ramly group, Dato' Haji Ramly bin Mokni, 66 years old, is the son of a farmer who was born in Tanjung Piandang, Parit Buntar, Perak. He is the 8th child of 16 siblings. Due to the difficult life in the village, Dato' Haji Ramly was brought by one of his brothers to migrate to Sekinchan, Selangor.

From there, he started working as a labourer. Later, he got a job as a butcher in Kuala Lumpur. Since childhood, Dato' Haji Ramly aspired to be a doctor. However, he was unable to pursue his dream because his parents could not afford his studies. Eventually, he got 'stuck' in the field of meat processing.

After a year of marriage, he only ran a small business near his house at Flat Jalan Haji Hussein, Kampung Baru, with his wife, Datin Shala Siah binti Abdul Manap. The decision was made in 1978, when the country was embroiled in a 'halal haram' controversy over processed burger meat for most supermarkets, which were mostly owned by non-Muslims whose status was in question.

With a capital of RM 2000, Dato' Haji Ramly made his own beef burgers by hand in a his flat. However, it did not initially work well because Malays were not interested in burgers at the time. To address the problem, he took another risk by expanding his business with more burger stalls in the Chow Kit area. From there, people seem to be more interested and the business started to grow.