



اُونِيُوَرْسِيْتِي بَاتِيْكُوْلُو كِي مَارَا  
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FAUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT 300)

INDIVIDUAL ASSIGNMENT:  
**CASE STUDY**  
**(MUDIM ZAKARIA FOOD INDUSTRIES SDN.BHD)**

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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

Praise to Allah for the strength given, finally I have done my individual project which is case study (Mudim Zakaria Food Industries Sdn.Bhd). I would like to take this opportunity to thank for everyone that who gave help and support. Without guidelines from them, my individual project will be not successfully complete.

First of all, I would like to thank to Madam Nur Hazelen Mat Rusok as my lecturer for her encouragement, commitment, advice and guidelines were invaluable during accomplishment of this project.

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Thank you.

Nayli Hafizah binti Hamuda Azhar (2019274386)

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## **1.0) EXECUTIVE SUMMARY**

I choose Mudim Zakaria Food Industries Sdn.Bhd (MUDIM) for my case study because, it is one of the local companies owned by 'bumiputera' which has penetrated their market into international level. In 1987, the founder of the company, Tuan Haji Zakaria bin Arshad managed to add a line of products with a manufacturer of chili sauce and soy sauce. His business then was taken over by his son, Tuan Haji Shaarani bin Haji Zakaria who is responsible in development and progress of MUDIM. At the end of the case study, I have learned that achievement in marketing is contributed by upgraded marketing strategies which are, following quality control specification, using advanced technology, good product distribution and blending with past experiences. In addition, I have learned that characteristics and competencies of an entrepreneur are crucial to determine the future of a business. Therefore, entrepreneurs must have competencies such as initiative, concern for high quality of work, persuasion skill and problem-solving skill to make improvement in business performance.

## 2.0) ENTREPRENEUR PROFILE



Mudim Zakaria Food Industries Sdn. Bhd or also known as MUDIM at No. 26 Kampung Jelutong, Mukim Tobiar, 06700 Pendang, Kedah Darul Aman is one of local company. The company manufactures food products such as soy sauce, vinegar and hot chili sauce begins as one of the Small and Medium Enterprises (SMEs) in Malaysia. MUDIM was established since 1987 in Kedah and after more than 30 years of operations, the company will continue to produce high qualities of products that meet customer demand within Malaysia and foreign.

MUDIM has been succeeding in marketing its product not only in Malaysia but also foreign country like Egypt, UAE and Saudi Arabia. MUDIM's management has been practicing the concept of Islam under a Malay Managing Director, Haji Shaarani Bin Haji Zakaria which has made MUDIM one of the top Muslim products in Malaysia. In addition, the company's employees are appointed among Mr Shaarani's family members and friends to ensure a non-stressful and harmony working condition.

Since MUDIM's average production has achieved almost 14 tons per day, the company needs to have a sustainable supplier to maintain the qualities in production. Therefore, Mr. Shaarani would prefer to build a long relationship with the existing suppliers in order to keep the supplies efficient and reliable. Besides, MUDIM strongly emphasized purity and cleanliness of the product which is proven when MUDIM in process has achieved a level of Good Manufacturing Practice (GMP). MUDIM's products are also have HALAL certification from JAKIM.