



اَوْنَبُو رَسِيْمِي تِي كَبُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY: COMPANY ANALYSIS

COMPANY NAME: MUDIM ZAKARIA FOOD INDUSTRIES SDN. BHD

Principles of Entrepreneurship - ENT530(A): Case Study

Faculty & Programme: Art & Design, AD241 5A

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Project Title: Case Study Report

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EXECUTIVE SUMMARY

Mudim Zakaria Food Industries Sdn.Bhd established in 1987 and the manufacturer located in Kedah. The founder is Tuan Haji Zakaria bin Arshad also known as Mudim Zakaria had started the business with traditional medicines at his own village in a small scale at the beginning.

MUDIM is a local product that produces sweet soy sauce, chilli sauce and vinegar starting in Malaysia. With the capital of business starting at RM 10,000 now the business industry had achieved the increase in assets at RM 300,000. Now, it has been 32 years still growing in Malaysia industry and continuing their business towards global markets, especially in Asia. MUDIM is distributed in other countries such as the United Kingdom, Saudi Arabia and Egypt.

MUDIM wanted to build up together the brand of the company and always added something new to the customers. Besides, MUDIM also continuously produces products that always satisfy customers' needs and wants with the great quality and reasonable price of the products. Next, MUDIM also wants to be the number one producer and manufacturer of the food industry in Malaysia. MUDIM wants to be a food industry that produces and manufactures halal and good quality products within Malaysia and globally. Besides, MUDIM also wants to continuously contribute to the increasing of Malaysia economy.

ACKNOWLEDGEMENT

Primarily, we would like to express my utmost gratitude to Allah S.W.T as we managed to complete our case study report successfully by His guidance and blessings. This report is a task given to us in the subject called ENT530: Principles of Entrepreneurship.

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1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Entrepreneurship was the activity of setting up a business, taking on financial risks in the hope of profit (oxford language). The modern world is also about transforming the world by solving big problems. Entrepreneurship has to create an innovative product that challenges the status quo of how we live our lives on a daily basis (Nicole Martins Ferreira 2 September, 2020).

This course gives guidelines and exposure about business orientation. In addition, this course required students to conduct a case study that related to a Small and Medium enterprises (SME) business or company. Students are required to interview any SME business to know the problems that are faced by the business or company. Besides, all the details need to analyse the problems and list out the solution.

This case study is very beneficial due to students be able to exposed on how companies operate and run their business. This case study is conducted at Pendang, Kedah which is the company name is MUDIM Zakaria food industries Sdn. Bhd.

1.2 PROBLEM STATEMENT

The problem statement is to find out what is the current situation being faced by the micro – economics activities in Malaysia at this time who are also affected by the pandemic Covid-19. All the information obtained will be analyzed so that we as students of entrepreneurship can provide views and opinions that can help increase sales and the quality of production and services of a company.

1.3 PURPOSE OF THE STUDY

The main purpose of conducting this case study is to analyse and investigate the key factors of successful entrepreneurs on how they manage and operate their business during the pandemic Covid-19. In addition, this study was conducted to identify the alternative to solve the problem statement as the owner had experienced it before.