



CASE STUDY: COMPANY ANALYSIS

BELLA.MEALS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

This report was commissioned to examine company analysis of Bella.Meals who started the business in 2014 and studied how Bella Meals Company conducts its business.

The research draws attention to the fact that in 2014, Razpetite food started business in early 1961 but it started again in 2014. Razpetite food provides various types of frozen products such as Currypuff with various flavors, tamarind salted fish, tamarind beef. Razpetite foods started to expand its business with a factory called R Advance Venture in Kuala Selangor. They have facilities provided such as machines to produce high quality products. Their company has also grown the business by making promotions on social media that make their products famous. With flavors that suit everyone's tastes, it has been in demand at nearby frozen food stores in the Selangor area. Good feedback from customers can improve product quality. They have improved the product by improving the quality of the product so that it is more durable and not easily stale.

The report evaluates this range and concludes that it would be an ideal to make frozen food can be sent to farther places because due to the problem of frozen food being the main product, it is quite difficult to farther markets. It can be overcome if the product can last longer so that delivery can be done to the desired place.

It is recommended:

- That Bella.Meals take immediate measures to launch and promote their product alongside its existing product range.
- Recruit and educate new service providers such as agents.
- Long-term political support is essential.
- Put the Razpetite foods in supermarket.
- Make a member card for a discount.

1 Introduction

1.1 Background of the study

The title of the study is to analyse the business in terms of Bella.Meals business challenges and solutions. The objectives used were the challenges while setting up a business before and during Covid-19. In addition, solutions are made while facing these challenges.

1.2 Purpose of The Study

Both objectives were chosen because to study both these aspects and this study was conducted through online interviews using Skype platform. In addition, the method used to complete this project was to hold a question-and-answer session with one of the representatives from Bella.Melas online by asking pre -defined questions. In this study, challenges or problems encountered during the establishment of this business such as mail problems, cash flow and so on have been identified. In addition, solutions to this problem can also be traced such as taking an agent or store as a trip to sell products and offering discounts to agents and store owners. performed by Bella.Meals business to face all challenges or problems faced with various solutions.

2 Company Information

2.1 Background

Razpetite food originally sold frozen dishes such as anchovies sambal, tamarind beef, and tamarind salted fish. All hereditary recipes from the family since 1961 but started trading in 2014 due to waiting for feedback. In addition, Razpetitefood has opened a factory at Frozen Food Manufacturer in Kuala Selangor. No 22, Jalan Perusahaan 4, Zon IKS, Kuala Selangor, Selangor. The company got good feedback, but the problem of meat prices increased.

After that, almost 6 months of try and error of new recipes, they came out with the new ideas of menus where the filling of curry puff turned into an incredible curry puff that never been made from any other people. It has been processed into modern curry puff which have many flavours namely curry puff carbonara, curry puff cheese, curry puff pizza, and curry puff Hawaiian beef since 2019 until now.

During the Covid-19, the demand for products is dropping, so Razpetitefood planned to start the new 3 frozen menu ideas, which are anchovy's sambal, tamarind beef, and tamarind salted fish. Razpetitefood can be contacted through social media platform such as Facebook, Instagram and TikTok also have agents at the halal food grocery store.

The Razpetite logo uses a round shape to depict strong unity and commitment among members by emphasizing the spirit of cooperation and teamwork regardless of religion, race, and state in developing human capital through community programs to face the world of globalization. While the color black holds the meaning of power, authority, and mystery. Just like Adidas brands name, one of the phenomenal logos that wears black so, the black effect of the Adidas logo carries a strong, tough, and sophisticated image. The font color in the logo is white to have a holy, clean, and pure meaning. Usually used as a background. And must be combined with other colors. The logo with the dominant color of white is very good for use on dairy and processed products, health communities, and high-tech products. examples of the Wikipedia logo, Frisian Flag, Bear brand, and Ultra Milk.