



اَوْنِيُوْرَسِيْتِي تِيكِنُوْلُوْكِ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
(ENT300)**

**CASE STUDY**

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## 1.0 Executive Summary :

Regarding case study for the subject of Fundamental of Entrepreneurship (ENT300), I have chosen a company Small and Medium Enterprise (SME's) that has accomplished annual sales about in RM250 000 per year. I have selected a company registered as Keluarga Jaya Resources. This company are better known as "Kerepek KunyaKunya" in Kuala Selangor. It operates at Lot 207 Bt 7, Jalan Besar Tanjung Karang. Keluarga Jaya Resources is a company that manufacturing dan distributors of food product that known as "Kerepek". They are producing variety types of "Kerepek" such as Baulu Kampung, Kerepek Bawang Ayam Hijau, Maruku and many more. 'Kerepek' is one of a traditional food that is very popular among the community. It is not only famous during the festive season but also during the normal season. This is because 'Kerepek' are suitable to be eaten anywhere. Generally, various ages can eat 'Chips' except babies.

Furthermore, I searched for an information about this company through internet sources. Since there are not many resources on the internet, I contacted the company manager name Siti Hajar Binti Sarsi through a conversation on whatsapp's medium. The manager asked me to send the question I wanted to ask via e-mail to the manager. From that, I obtained a lot of more accurate and detailed information especially about the background of the business, organizational structure and type of business model.

## 2.0 INTRODUCTION

- Entrepreneurship and Business Profile



Figure 1. Founder (Juminah binti Ibrahim) and her two daughters.

Juminah Binti Ibrahim is the founder of Keluarga Jaya Resources. Her passion and experience of working in the food production place make Madam Juminah started open the business with the help of her two daughters. At first, the business was operating in Sekinchan, Selangor. Starting with RM30,000 as capital and only has 3 workforce and also 3 machines.

In 2008, they decided to move in Tanjong Karang for expanding their business. At the beginning, they only produce one type of food, it is 'Kerepek Bawang'. After moving to Tanjong Karang, they have succeeded producing various types of food such as 'Karipap Mini', 'Maruku', 'Tempeyek', 'Kuih Siput' and many more. In the same year, name of 'Keluarga Jaya Resources' was existed as the commercial name. Puan Juminah's daughter Siti Hajar has take over the business until today.

Keuarga Jaya Resources also receives advisory services and loan from few corporations such as the Lembaga Pemasaran Pertanian Persekutuan (FAMA). With that, Keluarga Jaya Resources can improve their infrastructure, operation, marketing and sales.



Figure 2: Logo of Keluarga Jaya Resources (Kerepek KunyaKunya)

- Company Profile

Name of the business	Keluarga Jaya Resources (Kerepek KunyaKunya)
Business address	Lot 207, Batu 7, Jalan Besar 45500 Tanjung Karang
Correspondence Address	Lot 207, Batu 7, Jalan Besar 45500 Tanjung Karang
Website	<a href="https://www.facebook.com/kunyakunyaofficial/">https://www.facebook.com/kunyakunyaofficial/</a> <a href="https://www.instagram.com/kerepekkunyakunya">https://www.instagram.com/kerepekkunyakunya</a>
Email	<a href="mailto:Kerepekhhot@yahoo.com">Kerepekhhot@yahoo.com</a> <a href="mailto:kkmadmn@gmail.com">kkmadmn@gmail.com</a>
Tel. Number	017-661 9525 (Manager)
Fax Number	-
Type of Business	Sole Proprietor
Main activity	Manufacturing and Supplier (Food Manufacturer)
Since	1995
Date of Registration	26 November 2008
Registration Number	SA 0105584-K