



FACULTY SCIENCE ADMINISTRATION AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

CASE STUDY

KEROPOK LEKOR GONG SERAPAT

Lot55, Kampung Gong Serapat, 16800 Pasir Puteh, Kelantan.

(SOLE PROPRIETORSHIP)

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1 EXECUTIVE SUMMARY

This is one of the assignments of ENT300 which is to make a case study report about existing company or business that already operated in Malaysia. Regarding to Fundamentals of Entrepreneurship (ENT300) course requirement, student need collect all information about a business in detail, so I decide to choose Keropok Lekor Gong Serapat as my study case reference. They sell Lekor crackers or also known as ‘Keropok Lekor’ made from fish fillets and dipping sauce that they develop through their innovation to fit customer’s taste.

Madam Kasmawati Binti Mohd Zain, 49 years old as the owner of factory is very helpful and cooperative while the interview is held. For the interview she gives detail information and I am able known about their background of organization, organizational structure, types of business model, food processing, marketing and operational strategy. While studying for this business, I can identify a few criteria in the business process and analyses the business entity to oversee the problems that faced by their factory and alternatives that they take to solve the problem.

2 INTRODUCTION

Based on scheme of work, student need to find a company that their sales not exceed RM250,000 and the company that selected must be registered with Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM), an agency under the Ministry of Domestic Trade, Consumer Affairs, Cooperative and Consumerism. So, I am decide to choose Keropok Lekor Gong Serapat located at local residences Lot55, Kampung Gong Serapat, 16800 Pasir Puteh, Kelantan and has 33 years of experience in food production field. In order to evaluate their business performance and try to get much information regarding their factory, personal interview with manager and staff was held during working hours.

For the objective of the case study is to gain knowledge and information on how to start a business and how to deal in business field. Furthermore, student would be capable to improve decision making skills and problem solving.

2.1 COMPANY BACKGROUND



Figure 1 Logo of Keropok Lekor Gong Serapat

Name of the Business	Keropok Lekor Gong Serapat
Business Address	LOT55, Kampung Gong Serapat, 16800 Pasir Puteh, Kelantan.
Contact phone	+60132028634
Email	Kasmawati5358@gmail.com
Fax Number	-
Form of Business	Sole Proprietorship
Founded/ Date of Commencement	1987
Founder	Che Amah Binti Che Mat
Staff Number	5
Market	Night market, school canteen, hawkers
Main Activity	Food industry
Registration Number	201803047544 (KT0426502-V)