



اَوْبُنُوْرُ سَيِّدِي تَيْكُوْلُوْجِي مَارَا
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CASE STUDY: COMPANY ANALYSIS

ANI FOOD LEGACY

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EXECUTIVE SUMMARY



Figure 1: Ani Food Legacy's Logo

Ani Food Legacy was founded and established in 2000 by Norani bt. Md Nor. Located at Sekinchan, Selangor. Initially, she only opened a small stall selling dodol and wajik by the roadside, and by that time, Ani Food Legacy was known as Dodol Ani. The magnificent and uniqueness of Ani Food Legacy is still there to this day and the company still maintains the same delicious taste even though they are using a modern machine instead of using the traditional machine. They are using this modern machine because this company received a lot of demand from the customers. It has been important to the founder, Norani, and her son, Shahrin Azhar b. Rasidi took over the family business to ensure that they maintain the authenticity and taste of both their products. Not just that, in 2016, a myriad of dodol flavors were made available by Ani Food Legacy to make sure the customer taste it differently and found it special because variety is better so that even now it will be better than any other place than Dodol Ani.

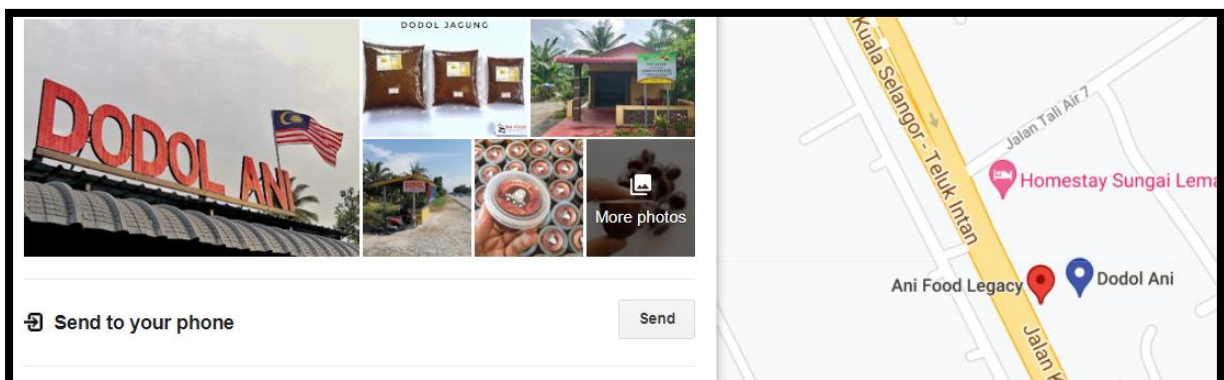


Figure 2: Map location for Ani Food Legacy

1. INTRODUCTION

1.1 Background of Study

1.2 Purpose of Study

The purpose of this research is to investigate the business and findings through case study on the factors that have led to the success of ANI FOOD LEGACY and how much success factors that have applied in this business. Another purpose of this study is also place to identify the goals and objectives of the business by explaining in general terms of business. This requires growing of the ANI FOOD LEGACY business.

Based on the interview, we get to know exactly that Mrs Ani together with her family run this business right from the start. In the year 2000, when she still young she succeeds at the first try and gives it a taste and she amazed by how tasty the dodol she has makes. When it came to special cuisine, she gets a lot of requests to sell until she opens up a stall. And of a year by helping his son's Shahrin Azhar the company tends to have improvement and advanced developed until now.