



اَوْبُوْ سَيِّدِيْ تَيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT BACHELOR OF HEALTH
ADMINISTRATION (HONS)

MARCH 2021 – AUGUST 2021



CASE STUDY: COMPANY ANALYSIS

ZAPA SPICES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY
FACULTY & PROGRAMME: BACHELOR'S DEGREE OF HEALTH
ADMINISTRATION (BA235)

SEMESTER : 4

PROJECT TITLE: WRITTEN REPORT ON CASE STUDY

GROUP MEMBERS NAME: GROUP 6 (ENT530U)

1. **IZZATY NABILA ARISYA BINTI SUHAIMI (2019294704)**
2. **NUR SHAERAH BINTI MOHAMAD JUADZIL (2019230956)**
3. **NUR SUHANA BINTI SYAMSUL (2019217722)**
4. **NURUL NAJWA BINTI SHAARI (2019619394)**
5. **STELLA ANAK JOSEPH (2019452262)**
6. **SYAKIRAH BINTI KARIM (2020964343)**

LECTURER'S NAME: Dr. SYUKRINA ALINI BINTI MAT ALI

Table of Contents

ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4-5
1.0 INTRODUCTION	6
1.1 Background of The Study	6
1.2 Purpose of The Study.....	6
2.0 COMPANY INFORMATION	7-12
2.1 Background.....	7-8
2.2 Organizational Structure	9
2.3 Products.....	10
2.4 Business, marketing, operational strategy	11
2.5 Financial achievements.....	12
3.0 COMPANY ANALYSIS	13-17
3.1 SWOT	13-17
3.1.1 Strength.....	13-14
3.1.2 Weakness	14-15
3.1.3 Opportunity.....	15-16
3.1.4 Threats.....	16-17
4.0 FINDINGS AND DISCUSSION	18-23
4.1 Findings.....	18-20
4.2 Discussion	21-23
5.0 CONCLUSION	24
6.0 REFERENCES	25-27
7.0 APPENDICES	28-29

ACKNOWLEDGEMENT

This group assignment project is finished successfully within the submission due date. Many challenges that we faced but we managed to settle this assignment. First of all, we would like to thank Allah (SWT) for His blessings and the opportunity that He gave us in order to finish our assignment successfully.

We want to thank Dr. Syukrina Alini Binti Mat Ali, who is our lecturer who teaches us this subject, ENT530, as she really provides us with guidance in doing our assignment and making sure that we are on track so we would finish our assignment on time. Without her guidance, we might be clueless to do our assignment and might be doing it in the wrong way.

We also want to thank our parents for their understanding and help through finishing this assignment. As we are doing this via online and virtual, all of us are staying at our parents' house. Their understanding for giving us some space and time for us to finish our assignment is really appreciated. They also help us in order not to be so stressful while doing this assignment.

We are glad to have all good team members in this group. Even though some of us never meet each other in real time, we still can communicate very well when we do our assignments. We get to know each other on virtual platform, and we always support each other through finishing this assignment as we know how it feels as a student going through this pandemic.

Lastly, we would like to thank Madam Paizah Shaharudin as she willingly to be our interviewee for the company analysis project. If we did not get her cooperation, we would not be able to do our assignment as the main purpose of this project assignment is to analyze a small company. So, we are thankful to her as she approved to be our interviewee and provides us all the information that we need to do our group assignment project.

EXECUTIVE SUMMARY

In this case study, we conduct an interview with a business owner who owns her own brand and a factory. From a chemistry teacher to a business owner, that is how the founder of Zapa Spices Madam Paizah Shaharudin upgraded her life and found what she wants and loves to do. Starting only from her bad experience in cooking, it does not become a hindrance for her but instead she challenges herself to create a product that could help people like her and that is how Zapa Spices was born. It took her many challenges and steps to reach what she had today. In this report, we will dissect little by little on Zapa Spices' business and uncover the successes and weaknesses; high and low in the business that they have faced.

Zapa Spices is managed by the founder herself, Madam Paizah Shaharudin who is also the marketer for this company, helped by the co-manager who is also the accountant for the company; Mr. Mohd Norzaidee Muhammad. The company started with only 5 main products such as shallot powder and garlic powder; and now it grows to almost 27 kinds of product. The products are available through stockists, agents, and dropshippers around Malaysia and currently they already have 7 stockists in the country. The products are also available in hypermarkets which are Family Store and Halal Mart.

Zapa Spices business and marketing strategies are more focused on the promotion of the products. The company used social media such as Facebook, Instagram, and TikTok to gain followers and create brand awareness. Although Zapa Spices only started the business for around 6 years, they managed to achieve profit per year from only RM3000 in 2016 to RM350,000 in 2019; a hundred times more only after 3 years of their start-up. This financial achievement shows the capabilities that Zapa Spices have and how this business has their own strengths.

Based on the interview organized with the Zapa Spices' founder, we managed to make a SWOT analysis about the business. The business utmost strength is on the products produced which are in high demand as it is easy to use for cooking. However, with increased demand, their weakness would come forward as the company is lacking in processing machines. The company is also threatened by some uncertain conditions such as staff error and the inconsistent raw material prices. In addition, Zapa Spices have a really big opportunity to expand their business and penetrate the international market as products produced by Zapa Spices are really in high demand by people who live overseas, especially Malaysian who want some Asian ingredients in their cooking.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In this assignment, we would need to do a SWOT Analysis report on a small company. We found a small company called Zapa Spices and chose it as our target company that we are going to discuss and analyze in this report. We would need to know as much as possible the detailed information on Zapa Spices company in order for us to analyze the company SWOT and make possible predictions on ways to encounter problems for Zapa Spices company. This will need us to ask the company representatives for the information by making an interview session, but our group is lucky as we get to interview the founder of Zapa Spices itself. That is a great opportunity for us as the founder must have known much information about the company from the beginning until now. We collect all of the information that we need from her through the interview session. The interview session is held for about an hour due to the internet connection problems delayed here and there as we are using a virtual platform which is Zoom, to do it but fortunately, we get most of the data and end the interview session successful. After that, we convert the data collected during the interview session into words in this report according to its part.

1.2 PURPOSE OF THE STUDY

The purpose we are doing this case study is to know how to collect information, analyze it and make predictions on the upcoming circumstances. So first, we know how to plan what is needed to complete our assignment by holding an interview session to collect the data needed. Then, we get to know how to compute the data from oral to words in a good sentence and accordingly. After that, we get to learn how to analyze the data that we get so that we can make predictions on the ways to overcome the possible problems faced by the company. Lastly, we get to increase our communication skills by having a good conversation with the interviewee and we are communicating very well with each group member through finishing this assignment.