



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



DELIMA EMAS

**CASE STUDY: COMPANY ANALYSIS**

**DELIMA EMAS SDN BHD**

**PRINCIPAL OF ENTREPRENEURSHIP (ENT530): CASE STUDY**

**FACULTY & : BACHELOR IN BUSINESS ADMINISTRATION (HONS)**

**PROGRAMME : TRANSPORT**

**SEMESTER : MARCH-AUGUST 2021**

**CLASS : ENT530 L**

**PROJECT TITLE : DELIMA EMAS SDN BHD**

**PREPARED BY : AFIQAH BINTI TASNIMUDDIN 2020988147**

**AMIRAH ASYIKIN BINTI AZMAN 2020967777**

**AMIRUL FAEZ BIN YUSRI 2020995405**

**MOHAMMAD FIKRY AIZAT BIN MOHAMMED 2020952821**

**FAUZI**

**MUHAMMAD AIMAN SHIDDIQIN BIN JAMIL KHIR 2020993751**

**WAN MUHAMMAD IQBAL FAIQ BIN WAN ISMAIL 2020315087**

**LECTURER : DR NOR ZAWANI MAMAT@IBRAHIM**



## **ACKNOWLEDGEMENT**

In the name of Allah S.W.T, we thanked Him for a great health and giving me the strength and the ability to finish our assignment.

We would like to express our gratitude to our lecturer, Dr. Nor Zawani Mamat@Ibrahim who gave us the ample time to finish this portfolio. Besides, we would also like to thank her for guiding us to complete this assignment which is essential for our ENT530 course work.

Our deepest sense of gratitude goes to our parents and families for their moral support. Special thanks to them who never failed to encourage us to finish this assignment on time.

Last but not least, we would also like to extend our appreciation to our ENT530L classmates who directly and indirectly helped us for this assignment. May all of our hard works will be paid off.

The completion of this assignment could not have been possible without all of the support above. Every contribution is sincerely appreciated.

## Table of Contents

ACKNOWLEDGEMENT.....	i
EXECUTIVE SUMMARY .....	iv
1.0 INTRODUCTION.....	1
1.1 Background of the study .....	1
1.2 Purpose of the study .....	1
2.0 COMPANY INFORMATION .....	2
2.1 Organizational Structure .....	3
2.2 Company's Product .....	5
2.3 Technology .....	6
2.4 Business, Marketing and Operational Strategy .....	8
3.0 SWOT ANALYSIS.....	14
3.1 Strengths.....	14
3.2 Weaknesses.....	16
3.3 Opportunity.....	16
3.4 Threat.....	17
4.0 Finding and Discussion .....	19
4.1 Alternative Solution for Unexpected Diseases Attack to the Broiler.....	19
4.2 Alternative Solution for High Demand for Specific Part of Chicken .....	20
4.3 Alternative Solution for Lack of Advanced Managements for Agent.....	21
5.0 Recommendations .....	23
6.0 Conclusion .....	25
References .....	26

## List of Figures

Figure 1: The Company Logo of Delima Emas Sdn Bhd .....	iv
Figure 2: The Organizational Structure of Delima Emas Sdn Bhd .....	4
Figure 3: Closed Housing System .....	6
Figure 4: e-Tracking of Delima Emas Sdn Bhd.....	7
Figure 5: Biosecurity Measures at Poultry House of Delima Emas Sdn Bhd .....	8
Figure 6: Poultry Houses at Delima emas Sdn Bhd.....	11
Figure 7: Location of Delima Emas Sdn Bhd's Agent in Malaysia.....	12
Figure 8: Chickenboy: The Smart Broiler Robot .....	19
Figure 9: Chicken Wing Segmentor-Fixed Blade.....	21

## List of Tables

Table 1: Delima Emas Sdn Bhd's SWOT Analysis .....	14
--	----

## EXECUTIVE SUMMARY

Delima Emas Sdn Bhd is located in Nilai, Negeri Sembilan. Delima Emas Sdn Bhd is a product-based company. This company raises their own chicken and sells them. This case study will explain on the background of the company, their organizational structure, and their products and services that they offered as well. All of the information of this company were gathered and collected through primary and secondary sources.

Technology is the main contribution of this company's business performance. The chickens were processed by machines at their special facilities. Some of the job, however, is still done by hand by the workers. The process of slaughtering is done by the workers according to the Shariah compliance. This study also examines Delima Emas Sdn Bhd technology, which is basically the same technique utilised by poultry barns.

Apart from that, this company has the capacity of rearing over 200,000 chickens per cycle. In order to achieve their vision and mission, Delima Emas Sdn Bhd has committed strategic planning together with their business partners.



Figure 1: The Company Logo of Delima Emas Sdn Bhd

## **1.0 INTRODUCTION**

### **1.1 Background of the study**

All of ENT530 students are required to do a case study on a small business. The researchers consist of 6 students per group. The researchers chose Delima Emas Sdn Bhd for this case study. The researchers will look into this company's marketing and operational plan for operating, and how they promote their goods.

In this case study also, the researchers will analyse the company's strengths, weaknesses, opportunities, and threats (SWOT Analysis). From this analysis, the researchers will be able to identified the general issues in this company and figuring the alternatives for the issues as well.

This case study was conducted through two sources which are primary sources and secondary sources.

### **1.2 Purpose of the study**

The purpose of this case study on Delima Emas Sdn Bhd is to have complete access to Delima Emas Sdn Bhd's product and management system by applying management and marketing theories. Other than that, the researchers would also like to identify issues in Delima Emas Sdn Bhd using the SWOT Analysis. By implementing the SWOT Analysis, the researches would like to figuring out alternatives to overcome the issues as well.

## 2.0 COMPANY INFORMATION

Delima Emas Sdn Bhd is a meat-raising and-selling enterprise that raises and sells organic chicken. Delima Emas Premium Organic Chicken is the only product they have. Delima Emas Sdn Bhd was founded on April 5th, 2015. Delima Emas Sdn Bhd was once known as Barakah Sdn Bhd. However, in November 2018, it was renamed Delima Emas Sdn Bhd. Delima Emas Sdn Bhd was founded by four (4) persons at the start. Currently, there are now roughly eleven (11) persons in charge of the company.

Delima Emas Sdn Bhd places a high priority on customer satisfaction. Despite the fierce rivalry in the market trade, their items have been warmly appreciated by their clients. Delima Emas Premium Organic Chicken is halal and free of preservatives, artificial flavors, and colouring, thanks to JAKIM's HALAL certification. They also received a certificate from the Malaysian Veterinary Services Department, MyOrganic, and MyGAP, indicating that their poultry operations are recognized as organic chickens. As a result, Delima Emas Sdn Bhd is a Malaysia-based Total Halal Poultry Settlement Service Provider that focuses on providing the best and shariah-compliant poultry solutions across the country.

Delima Emas Sdn Bhd's headquarters are in Nilai, Negeri Sembilan. They also have their kiosk in the basement of their office. Their chicken coops are in Kuala Selangor, Selangor. There are four poultry farms and 7.8 acres of land on their property. The poultry houses employ 15 people.

Delima Emas Sdn Bhd's mission is to be Malaysia's leading provider of Total Poultry Solution Services. They also premium on delivering profitable projects with minimal losses to their clients while maximizing agricultural output with lower operating costs. Delima Emas Sdn Bhd aspires to be the definitive solutions and service provider in the local and worldwide arena, with capabilities ranging from producing live poultry to having the ability to process as part of a long-term objective.

## 2.1 Organizational Structure

Every business has a distinct organisational structure. The systematic procedure of assigning power and responsibility among the employers is referred to as organisational structure. Furthermore, organisational structure refers to how a company is structured in order to achieve its objectives. The internal, structured framework of an organisation that reveals how management is interconnected and how authority is transmitted is known as organisational structure. An organisation structure is a framework that discusses the requirements for a project to be organised successfully. This structure is established from the beginning and must be well-maintained. Without everyone's understanding, it will be impossible to make significant decisions.

There is no product structure at Delima Emas Sdn Bhd because they only have one product. Delima Emas Sdn Bhd concentrates solely on Delima Emas Premium Organic Chicken, which is their only product. Delima Emas Sdn Bhd operates within a functional organisational structure. The organisation is divided into departments depending on their functions in a functional structure. The organisation is divided into departments depending on their functions in a functional structure. Delima Emas Sdn Bhd divides its departments into five (5) departments, each of which is overseen by one (1) director (Figure 2). It aids Delima Emas Sdn Bhd in accomplishing its business goals.

Delima Emas Sdn Bhd is a decentralised business as well. A decentralised system defines a decentralised organisation as one in which most decisions are made by mid-level or lower-level managers rather than the company's CEO. In the case of Delima Emas Sdn Bhd, top management isn't the only one making decisions. Top management, on the other hand, delegated decision-making authority to middle and lower-level managers.



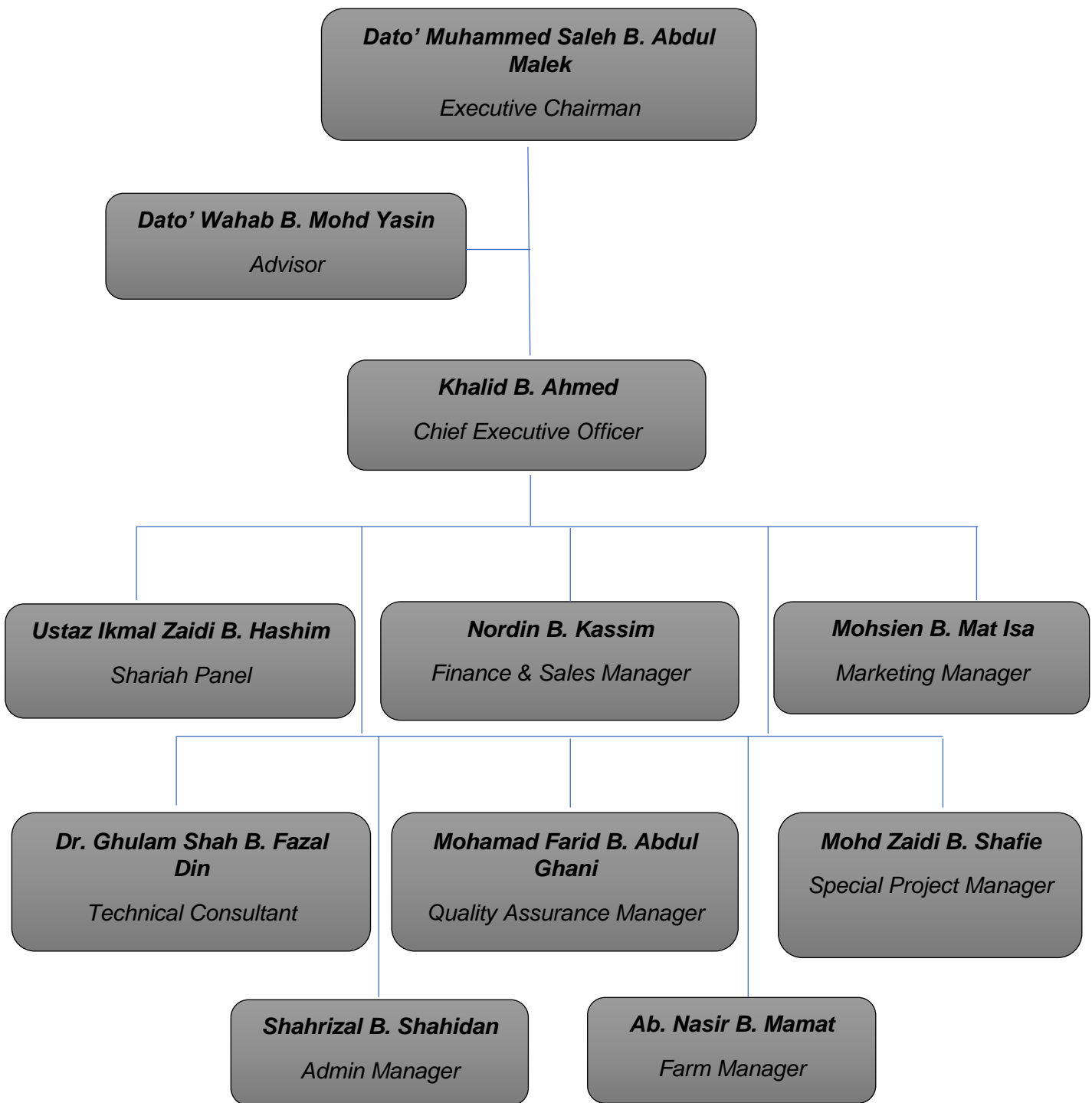


Figure 2: The Organizational Structure of Delima Emas Sdn Bhd



## 2.2 Company's Product

A product is something that is made as a consequence of labor or effort or as a result of an act or a process. There are two types of products: physical and intangible. As a result, Delima Emas Sdn Bhd produces Delima Emas Premium Organic Chicken, a tangible product. Customers typically buy Delima Emas Premium Organic Chicken on a regular basis promptly and with little effort in comparison and purchase.

People nowadays want to eat healthier foods. Delima Emas Sdn Bhd produces organic chicken that is different from other chicken in order to meet demand. Before being placed in a plastic pouch, the chicken was cleaned and sliced by hand. This is to ensure that their product is safe and sanitary. There are some qualities of Delima Emas Premium Organic Chicken that distinguish it from other organic chicken brands and persuade customers to purchase it, such as:

**I. Free of Antibiotic and Chemicals.**

Organic chicken is raised without the use of antibiotics, pesticides, or any other growth promoters. ✓

**II. Riches with Omega 3, 6 and 9.**

Organic chicken is low in fat and high in omega 3, 6 and 9, making it a very healthy and delectable health food for people of all ages, from children to adults. ✓

**III. Supplement from Herbs and Antioxidants Materials.**

Olive leaves; turmeric, Arabic gum, and other botanicals make this a one-of-a-kind blend. Natural sources of multivitamins, minerals, and high-grade antioxidants are beneficial to poultry health and growth. ✓

## 2.3 Technology

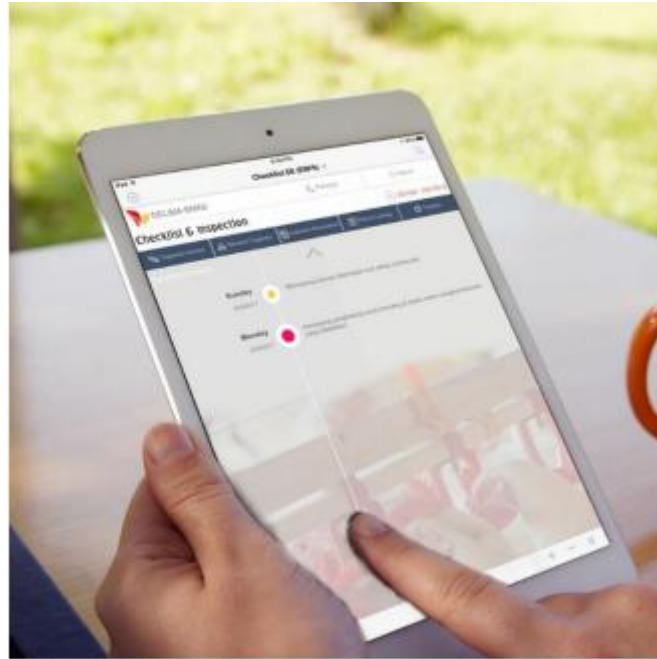
In recent years, the poultry sector in Malaysia has seen substantial transformations driven by private firms. The poultry business had made a foray into high-tech poultry rearing. Poultry farming technology refers to the process of domesticating birds through the use of advanced agricultural technologies that make use of current tools, equipment, and simulators. The goal of technology at Delima Emas Sdn Bhd's poultry house is to maximize meat potential and improve the quality of organic chicken meat.

Extreme weather conditions, such as sweltering heat and unexpected rain, or vice versa, substantially alter the temperature and humidity of the cage. If the problem isn't handled correctly, it might lead to high mortality rates and low output. Delima Emas Sdn Bhd solves this challenge by combining the ventilation and cooling systems into a closed house system (CHS). CHS is defined as a home system in which the indoor and outdoor climates are different. The goal of employing CHS is to establish a regulated microclimate within the enclosure, increase production, efficiency, and labor land, and run an environmentally friendly farm. Specifically, a housing system in which the chicken house is completely enclosed, and CHS has a system to control the environment by removing sidewall curtains and adding centrally controlled heating, ventilation, and cooling systems, as well as static pressure-controlled sidewall inlets and tunnel ventilation capability (Figure 3). As a result, Delima Emas Sdn Bhd uses CHS to increase chicken production output.



*Figure 3: Closed Housing System*

Source: (Delima Emas,2018)



*Figure 4: e-Tracking of Delima Emas Sdn Bhd*

Source: (Delima Emas, 2018)

E-agriculture is a new field that focuses on improving agricultural and rural development through better information and communication systems. As new ICT applications are harnessed in the agriculture industry, the scope of agriculture continues to expand. E-farming and e-tracking (Figure 4) are used by Delima Emas Sdn. Bhd. to better their company and management. ICT elements were inserted by Delima Emas Sdn. Bhd to simplify their monitoring system by installing CCTV sensors to identify any equipment failures that could endanger their chicks, such as automatic food refills or BNWS. Their employees will be given a tablet computer with which they will be able to supply live data for more effective and efficient administration.

Biosecurity is a comprehensive, integrated strategy that includes policy and regulatory frameworks, as well as instruments and activities for analyzing and controlling relevant threats to human, animal, and plant life and health, as well as associated environmental concerns. The purpose of biosecurity is to prevent, control, and/or manage threats to life and health, depending on the biosecurity sector. Delima Emas Sdn Bhd goes above and above by implementing biosecurity measures to reduce threats to their farm by ensuring suitable and effective biosecurity measures are in place. Delima Emas Sdn Bhd also applies an ozonizer chamber for every worker or guest to walk through before entering their farm, in addition to installing wheel dip and foot dip at each farm access point (Figure 5). Unless otherwise

established, they must limit unwelcome admission to their farm area. Delima Emas Sdn Bhd takes care of their chickens, workers, and visitors in this manner.



*Figure 5: Biosecurity Measures at Poultry House of Delima Emas Sdn Bhd*

Source: (Delima Emas, 2018)

## **2.4 Business, Marketing and Operational Strategy**

The role of economic organizations in society has been studied from numerous angles throughout the last few decades, and several business conceptualizations have been presented. The idea of profit maximization for investor owners has dominated the concept of business, including the objectives and strategies of business companies. Delima Emas Sdn Bhd's objective is to be the leading provider of total livestock settlement services in Malaysia. Delima Emas Sdn Bhd is dedicated to providing lucrative business with the lowest loss to its clients while also increasing farm productivity and lowering operating costs. The Delima Emas organization, which is on a long-term mission, aspires to be the ultimate solution and service provider in the local and international arena, with the ability to handle rear life poultry all the way through processing.

Delima Emas Sdn Bhd also needs a management technique that will channel the organization's internal resources toward achieving its goals. Information is acquired, sorted, and analyzed from this perspective, forecasts are formed, managers and workers reflect on the planning department's work, and the best direction for the business is determined. This is

a plan that is built from the ground up. Others see strategy as more of a managerial process than a well-structured approach. The bottom-up method emphasizes involving all employees, their ideas, and their perspectives on the company in order to make the best judgments possible. Delima Emas Sdn Bhd invites all employees to participate in the management and decision-making processes of the organization. Communication and an all-encompassing approach are important aspects of Delima Emas Sdn Bhd's management style, which lends itself to the term "bottom-up approach."

A strategic management theory is a hypothesis, proposition, or set of concepts designed to explain strategic management's origins, evolution, principles, and applications. The systems viewpoint, contingency approach, and information technology approach to corporate management are the key sources of strategic management theories. Profit-maximizing theory and competition-based theory are two typical strategic management theories that have been noticed and applied to Delima Emas Sdn Bhd. The profit maximization and competition-based theories are based on the idea that a corporate organization's primary goal is to maximize long-term profit and build a sustainable competitive advantage over external competitors. Delima Emas Sdn Bhd's major goal is to increase profits. This is akin to the economist's idea of corporate goals: Meng Kee Poultry, Organic Brothers, and other competitors battle against Delima Emas Sdn Bhd. As a result, Delima Emas Sdn Bhd must establish a marketing strategy to compete with its rivals.

The creation of a marketing plan is both a difficult and interesting task. As a result, building a product market strategy is more difficult because it involves both the development of new products and their introduction into the market. It is critical to draught a marketing plan for a product before building a market strategy for it. It should include data about clients, the target audience, and the number of categories it will pursue. Delima Emas Sdn Bhd adopted a multisegmented marketing strategy to reach its target market. A multisegmented marketing strategy is a market-coverage approach in which a company decides to ignore market segment distinctions in favor of pursuing the whole market with a single offer. Chicken is the main product of Delima Emas Sdn Bhd. Chicken is a must-have for all types of customers, regardless of their age, gender, race, or generation. Although Muslims are their primary target market, the product is also available to people of different faiths.

Marketers strive to inform, convince, or remind consumers and business-to-business users in order to impact their attitude or elicit a response through promotion. Because company goals and promotional techniques differ, most businesses use some type of promotion. The goal is to get people or organizations in a target market to take action. The desired action in a profit-driven business is for the customer to purchase the promoted item.

Promotion strategies are a combination of traditional advertising, personal selling, sales promotion, public relations, social media, and e-commerce used to market a product. For each product, each company develops its own promotion strategy.

Delima Emas Sdn Bhd is using a variety of promotion strategies to promote their product, Delima Emas Premium Organic Chicken, including advertising, public relations, sales promotion, and direct marketing to persuade their target customers that their goods offer a distinct advantage over the competition. Delima Emas Sdn Bhd persuades clients that their products are in good working order and that they are processed in a "halal" manner. Delima Emas Sdn Bhd employs advertising as one of their promotion techniques to sell their product, Delima Premium Organic Chicken. The company actively promotes its product through IKIM radio advertisement, which is one of the key 17 types of advertisement used by the corporation.

Delima Emas Sdn Bhd uses the internet as another major promotional medium. This can include things like websites, web pages, blogs, and social media platforms like Facebook and Instagram. Delima Emas Sdn Bhd has accounts on social media sites, including Instagram and Facebook. Anyone using the Delima Emas Sdn Bhd username @ayamorganikdelimahq and the Facebook account 'Ayam Organik Delima Emas' can access the Instagram account. Both accounts' administrators constantly update their feeds in order to market their products. It was created so that customers can readily access information about their goods, as well as for customers to offer suggestions for Delima Emas Sdn Bhd to improve their product.

Non-media efforts such as sampling displays, presentations, exhibitions, and sweepstakes are examples of sales promotion. These days, one of the fastest-growing promotional strategies is sales promotion. Free samples, money-off coupons, extra-value incentives, buy one, get one free, bundling, and privilege points are all examples of sales marketing techniques. When Delima Emas Sdn Bhd opened their booth at the Malaysia Agriculture, Horticulture, and Agrotourism (MAHA) carnival in 2018, they used sales promotion as one of their promotional techniques by offering discounts. Delima Emas Sdn Bhd offers a free gift to anyone who purchases Delima Emas Premium Organic Chicken during the carnival. Delima Emas Sdn Bhd also sells its products in bundles; therefore, consumers who buy more than two packets of Delima Emas Premium Organic Chicken would receive a discount. This is how Delima Emas Sdn Bhd competes with their rivals by promoting themselves.

Direct marketing is an advertising approach that depends on the individual distribution of sales pitches to potential customers via catalogs, kiosks, operator conversations, mail, email, texting, and other means. Direct marketing is so named because it cuts out the

middleman, such as advertising media. One of Delima Emas Sdn Bhd's promotional tactics is the direct market approach. In 2018, Delima Emas Sdn Bhd erected a kiosk at MAHA. MAHA is a global carnival that attracts millions of people from all over the world. Delima Emas Sdn Bhd took advantage of the opportunity to advertise their product by setting up a booth at MAHA. Delima Emas Sdn Bhd also has a kiosk in Nilai, Negeri Sembilan, where they offer their products. Aside from that, Delima Emas Sdn Bhd has its own catalog to sell its products. Customers will be able to thoroughly examine the 18 images of the products and read the extensive descriptions as a result of this. Delima Emas Sdn Bhd might also improve revenue by attracting certain clients to the product.

An operations strategy is the framework that guides an organization's resource allocation and uses in order to sustain a competitive advantage. It is a formulated framework that is made up of two components: structural and infrastructural. The structural factors include things like the organization's location and size, whereas the infrastructural elements are primarily concerned with things like product quality control. Delima Emas Sdn Bhd has its headquarters in Nilai, Negeri Sembilan, and their poultry house in Kuala Selangor, Selangor. They also run their business from their HQ building, where they have a kiosk. Delima Emas Sdn Bhd is a chicken farming company with four chicken houses and 7.8 acres of land (Figure 6). At the moment, 15 people work in poultry houses.



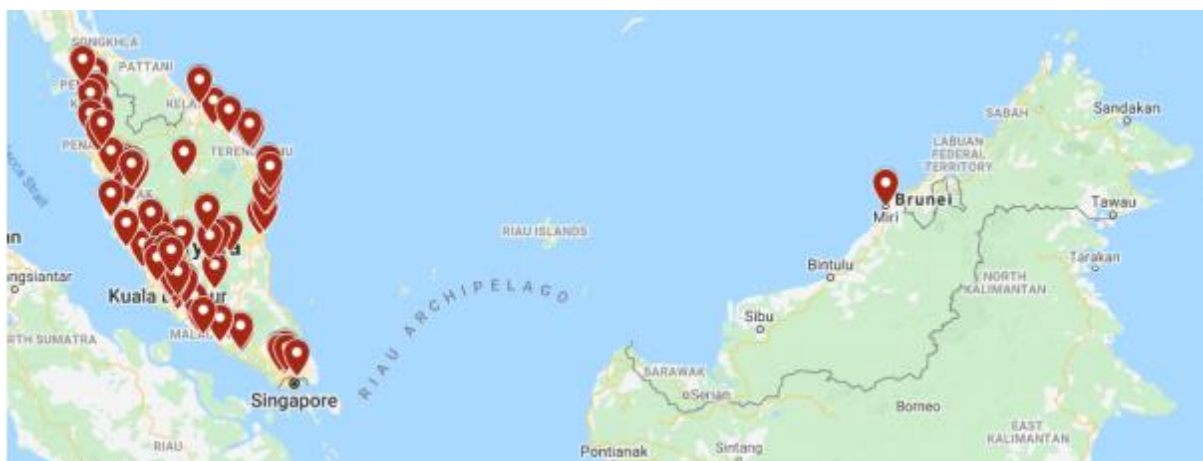
✓  
*Figure 6: Poultry Houses at Delima emas Sdn Bhd*

Source: (Delima Emas, 2018)



Their livestock system is based on a bird cycle. Delima Emas Sdn Bhd has roughly 200,000 chickens for each cycle, which lasts two months. The chicken was reared for 30 days, or 2 kilograms (kg) of the chicken. After 30 days or 2 kg of weight, the chickens move on to the next stage of the procedure, where they are ready to be sent to a chicken slaughterhouse. Delima Emas Sdn Bhd did not possess any chicken slaughterhouses, so they had to ship their chickens to a Halal chicken slaughterhouse that was chosen.

Semenyih, Selangor, Sitiawan, Perak, and Senawang, Negeri Sembilan are the locations of Delima Emas Sdn Bhd's three poultry slaughtering centers. After the chickens have been slaughtered, they will be processed into their final product, which will then be ready for sale. Delima Emas Sdn Bhd can create 50,000 packs of their product each day, which translates to 50,000 chickens. After that, their product will be delivered to their agents as well as 150 grocery stores around Malaysia.



*Figure 7: Location of Delima Emas Sdn Bhd's Agent in Malaysia*

Source: (Delima Emas, 2018)

By utilizing all accessible channels, the intensive distribution strives to provide saturation coverage of the market. The number of outlets used is directly related to total sales for many products. When buyers have a variety of acceptable brands to choose from, intensive distribution is usually required. In other words, if a buyer cannot find a particular brand, he or she will simply choose another. Delima Emas Sdn Bhd uses extensive distribution to distribute their product in this study. The main reason Delima Emas Sdn Bhd chose intense distribution is that they want to better place their goods in the store and make it easier for customers to find them. It's one of the most difficult duties because organic chicken is still adapting to the

market. Delima Emas Sdn Bhd currently has over 100 selling agents who are also retailers of their products (Figure 7). Selling agents for Delima Emas Sdn Bhd is located throughout Peninsular Malaysia, including one in Sabah.

There are numerous approaches to achieving company strategy, marketing strategy, and operations strategy; however, many businesses struggle to strategize their business operations. Delima Emas Sdn Bhd must follow many operating stages in order to deliver their product in an efficient and successful manner. As a result, it is advised that every organization have a strong operational strategy in order to attain long-term objectives.



### 3.0 SWOT ANALYSIS

This study focused on Delima Emas Sdn Bhd. By doing a SWOT analysis, we can comprehend Delima Emas Sdn Bhd's business characteristics and provide the necessary information to help the company develop and branch out into new sectors. The table below shows Delima Emas Sdn Bhd's SWOT analysis:

Strengths	Weaknesses
1) Poultry farm ✓ 2) Agro-tourism landscape design ✓ 3) E-agriculture and e-tracking ✓ 4) Biosecurity precautions ✓ 5) Develop own food for chicken ✓	1) Feed quality maintenance ✓ 2) Agent administration ✓
Opportunity	Threat
1) The domestic market is large 2) Chicken parts are in high demand	1) Diseases that strike unexpectedly ✓ 2) Opponents ✓ 3) Shifting customer preferences ✓

Table 1: Delima Emas Sdn Bhd's SWOT Analysis

#### 3.1 Strengths

Strengths are under the organization's control, and this category encompasses all the company does well while attempting to achieve a specific goal, initiative, project, or target. This category includes everything that offers the organization a competitive edge, aids in the smooth running of procedures and initiatives, or aids in the achieving of corporate objectives. Several factors might work in the organization's favor. A company's competitive advantage might be viewed as one of its strengths. It will be tough to beat the firm where it is vital since it is powerful in its strengthening characteristics.

##### 1) Poultry farm

Delima Emas Sdn Bhd has its own poultry house that can accommodate about 200,000 chickens per cycle. Their poultry houses were equipped with high technology such as a closing housing system. They also have Bezflow Nipple Watering System and automatic refill food to run their poultry house systematically. ✓

## 2) Agro-tourism land design

Delima Emas Sdn Bhd went above and beyond in developing their farm to create a paradigm change in public view of the chicken sector. They will create a friendly working environment and a pleasant place to be with the Farm in the Garden concept. ✓

## 3) E-agriculture and e-tracking

Delima Emas Sdn Bhd uses E-farming and e-tracking to boost their company and administration. Delima Emas Sdn Bhd. Integrated ICT components into their monitoring system by adding CCTV sensors to identify any equipment problems that may endanger their chicks. Their employees will be given a tablet computer with which they will be able to supply live data for effective and efficient management and accurate and quick tracking of any problems. ✓

## 4) Biosecurity precautions

Delima Emas Sdn Bhd goes beyond that to guarantee that hazards to their farm are minimized by implementing suitable and effective biosecurity procedures. They also apply an ozonizer chamber for every worker or guest to walk through before entering our farm, in addition to putting wheel dip and foot dip at each farm access point. Unless otherwise established, they must prohibit unnecessary access to the farm area. Delima Emas Sdn Bhd can prevent, control, and manage hazards to life and health by performing biosecurity as applicable to the biosecurity sector. ✓

## 5) Develop own food for chicken

Delima Emas Sdn Bhd can feed their chickens with their own food. Their research and development team investigates organic-based feed mills to produce their own organic feed mills. This is because they want to guarantee that their hens exclusively eat organic food to ensure organic chickens. They also developed the NANO Technology Water Treatment System (NANO TWTS) to provide appropriate nutrients for their chicks' development and immune system. They purified polluted water using NANO TWTS by filtering or separation procedures. ✓

### 3.2 Weaknesses

Every business or organization has flaws, things they don't do well or even horribly, or things they don't like about themselves. Weaknesses are also in the organization's control. Still, this category encompasses everything that prevents the company from meeting its business or project goals and objectives. These are the issues that must be addressed or modified for success to be achieved.

#### 1) Feed quality maintenance

Delima Emas Sdn Bhd must keep their feed quality high to create high-quality, healthy chickens while also increasing their growth rate. Some farmers blend full meals with less expensive scratch grains. However, this dilutes the nutrients given to the hens, resulting in nutritional shortages. Due to the high production cost of the feed, Delima Emas Sdn Bhd challenged minimizing the production cost of creating its own food to preserve the feed's quality.

#### 2) Agent administration

Delima Emas Sdn Bhd still has a problem with agent management. Delima Emas Sdn Bhd is a new firm in Malaysia. Hence, the number of agents will quickly grow. As a result, practical and systematic management of agents is required. Delima Emas Sdn Bhd has not had unique websites or apps for agents since the firm's commencement. This will be a massive difficulty because existing agents would be unable to update inventory news as quickly as they would want, delaying the business cycle. Due to a lack of information from the firm, new agents had registration issues and didn't know how to manage the product.

### 3.3 Opportunity

Opportunities are external elements that come in a variety of sizes, ranging from insignificant to life-changing. Recognizing the numerous opportunities that a company encounters will enable you to act on and harness them (which will help your organization or enterprise succeed) or better comprehend other firms are experiencing. As a result, every business is continually looking for new strategies to grow in the future.

#### 1) The domestic market is large

Domestically, Delima Emas Sdn Bhd has a sizable market. Within five (5) years, they establish a vast demand for their product, Delima Emas Premium Organic Chicken. With

increased demand and a growing number of agents in Malaysia, their firm has become stable year after year. Some countries or companies may have a different culture or religion; while doing business, these features cannot be avoided. These characteristics can occasionally impact commerce. Firms familiar with the culture of the domestic market are less likely to make errors. Tibet, for example, cannot conduct business with cattle since oxen are their deity. Delima Emas Sdn Bhd, on the other hand, does not have this problem because their product is organic chicken. No reason may prevent them from expanding their business in Malaysia.

## 2) Chicken parts are in high demand

Customers have demanded that the firm create certain portions of chicken, such as chicken wings and drumsticks, as the firm has become well-known as a premium organic chicken firm in Malaysia. Because Delima Emas Sdn Bhd still uses hand-cutting equipment to chop their chicken into specific sections, it would take some time to meet demand. This demand is one of the company's profit-generating prospects. It might also pose a danger to Delima Emas Sdn Bhd in other ways. If this sort of demand cannot be met, the consumer will seek out another organic chicken provider, resulting in a loss of brand positioning in the customer's opinion.

### 3.4 Threat

External threats that are not anticipated can have devastating effects on any organization, which is why they must be included in the analysis. Threats are damaging and shallow, which means they are detrimental to the organization. Still, there nothing can be done to prevent them from occurring.

#### 1) Diseases that strike unexpectedly

Delima Emas Sdn Bhd is not immune to the occurrence of an unforeseen sickness in its hens. Based on Delima Emas Sdn Bhd's previous experience in 2017, a bird flu illness ravaged Malaysia, affecting Delima Emas Sdn Bhd's output. The broiler has been exposed to avian flu. The majority of the boiler must be discarded. Delima Emas Sdn Bhd suffered a significant loss during that period. They are unprepared for the infections because they lack the necessary instruments to detect flu symptoms early. This example demonstrates how unanticipated diseases can pose a severe danger to a company's productivity.

## 2) Competitors

Well-known rivals such as Meng Kee Poultry, Organic Brothers, and others are the next danger. Since Delima Emas Sdn Bhd is a new firm, competing with well-established corporations is extremely difficult. Competitors frequently originate from the same geographic region as each other's activities and can access the same prospective clients. Direct competitors offer nearly identical types of products in the market with little difference in terms of product quality, features, or price. In contrast, indirect competitors may not offer similar products but operate in the same market and have the ability to attract a company's customer base by providing an alternative.

## 3) Shifting customer preferences

Changing customer expectations impacts on Delima Emas Sdn Bhd's business strategy, necessitating a re-evaluation of the present market. Consumers, for example, place a strong demand on the need to manufacture a particular chicken component. As stated in the first paragraph, if Delima Emas Sdn Bhd does not meet this demand, the company's earnings would suffer, as would demand Delima Emas Premium Organic Chicken. Delima Emas Sdn Bhd should be prepared and aware of client demand to develop tactics to attract new consumers or purchasers in the future.

## 4.0 Finding and Discussion

In the broiler business, one of the improving techniques that have been applied is technology. It aids in the production of broiler chickens across the country. Despite the utilization of some incredible technologies, there are a few fundamental flaws in Delima Emas Sdn Bhd's manufacturing. From the SWOT analysis section, this study was able to identify three significant issues:

- Unexpected diseases attack to the broiler
- High demand for specific part of chicken
- Lack of advanced managements for agent

### 4.1 Alternative Solution for Unexpected Diseases Attack to the Broiler

A bird flu outbreak afflicted Delima Emas Sdn Bhd, causing the company's output to suffer. This clearly suggests that unforeseen illnesses may strike the broiler, resulting in a significant loss for the firm. As a result of this research, ChickenBoy: The Smart Broiler Robot has been proposed as a potential solution to this problem.



*Figure 8: Chickenboy: The Smart Broiler Robot*

ChickenBoy is one of the most recent innovations in poultry technology, produced by Farm Robotics and Automation SL (Faromatics). The ChickenBoy is a self-moving smart observation platform featuring vision (visible and thermal), sound, and ambient temperature sensors onboard (Faromatics, 2018). It has already been marketed for industrial usage in Europe, but the technology has yet to be implemented in a Malaysian poultry house.

ChickenBoy also captures thermographic images, which can tell if a broiler is alive or dead. It detects changes in colour and alerts the farmer when something is wrong. Some



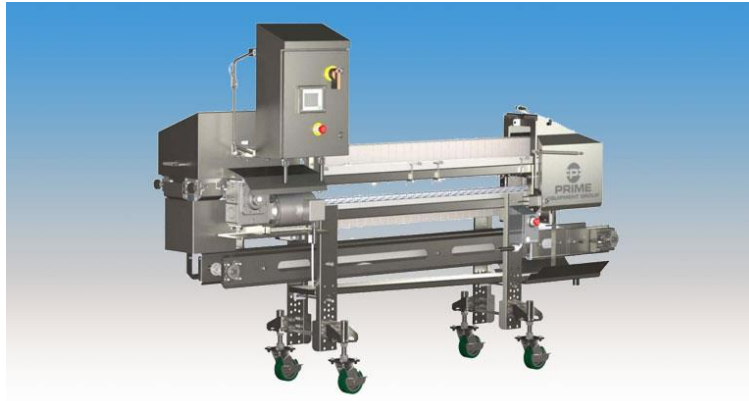
thermographic imaging technologies even notify farmers when the health state of their broilers changed. Farmers can tell which ones are sick and which ones are healthy by looking at their colour. Excrement analysis allows farmers to predict illness two to three days in advance. Through the cloud-based platform offered, ChickenBoy also delivers automated graph and analytical data for analyzing the broiler's well-being, including how many birds are deceased. By monitoring the growth conditions, farmers can improve their animal welfares and productions.

The advantages of ChickenBoy are that not only it helps to screen all of the broilers in the poultry house, but it can also run the poultry house's system more efficiently. Aside from that, it offers a cloud-based system for monitoring the entire poultry farm and displaying a clear image of broiler wellbeing. In contrast to the benefits, the cost of this smart broiler robot is about 15,000 euros (around RM 71,000) which is very pricey.

#### **4.2 Alternative Solution for High Demand for Specific Part of Chicken**

Nowadays people prefer to buy particular pieces of chicken, such as drumsticks, wings, and chicken breasts, rather than the whole chicken, since it is cheaper. The demand for the chicken also keeps increasing year by year. Therefore, Delima Emas Sdn Bhd have to use automatic machine that can cut the chicken in the specific parts to meet the demands. This will save the labour cost and also the production rate will increase. So, Chicken Wing Segmentor (CWS) is being offered as one of the alternative solutions that would assist Delima Emas Sdn Bhd in reducing time and labour costs. This machine can cut the chicken into the specific part in a fast rate than the labour.

The CWS was invented by Prime Equipment Group in 2013, and it was the first equipment to remove inconsistency in hand saws. CWS is now utilised in over 500 operations across the world to aid with breast-meat yield, cut quality, cut uniformity, food safety, wing yields, and other areas. CWS provides a safe and versatile wing-cutting technology that may produce 2-piece or 3-piece wings and is suitable for either cone line or off-line wing separation systems. CWS wedges or pushes the bone apart at the joint using a fixed blade. Depending on machine length, CWS may process up to 200 complete wings per minute.



*Figure 9: Chicken Wing Segmentor-Fixed Blade*

Source: (JBTC.com, 2021)

### **4.3 Alternative Solution for Lack of Advanced Managements for Agent**

Delima Emas Sdn Bhd has seen a fast growth in the number of agents in Malaysia. The firm will make more money with the agents since the goods can be broadly distributed and the customers can easily get it. However, a quick rise of agents might result in ineffective and unsystematic management of the agents. Delima Emas Sdn Bhd need technology to address this issue. As a result of this research, a few alternative solutions for managing their agents efficiently and methodically have been identified, such as mobile application and mobile website.

- Mobile Application

Mobile phones have seen a remarkable change from a basic communication device to an important component of our everyday life. For businesses looking to expand their client base and enhance engagement, mobile applications provide a number of benefits. You may create an instantaneous and direct contact with your agent and win their loyalty by using a mobile app. Users have easy access to mobile apps. Agent should feel safe making transaction and interacting with your business while on the go. Agent that are pleased with your application will recommend it to others. This will provide you with the necessary distance to stay ahead of your greatest competitors.

Your mobile app can serve as an additional agent support channel. Apps allow you to answer agent queries, notify them of discounts or special offers, and provide a platform for them to connect directly with the firm and recommend services in the way they desire. Some

essential aspects should be included in your app's design to make it appealing to agent. People respond to user-friendly design that simplifies rather than complicates their experience. Any app's holy grail is simplicity. When it comes to onboarding users, it gives you a competitive edge. Using an app should be a pleasurable experience for agent, not a chore. People will remove your app and go on to a new one if it is too complex. You're attempting to make the user's experience as simple as possible, and simplicity is important to developing a great software. ✓

- Mobile Website

Agent may visit a mobile website via a browser on a variety of devices right away (iPhone, Android, BlackBerry, etc). Apps, on the other hand, necessitate the user downloading and installing the app from an app store before viewing the content or application - a substantial barrier between initial engagement and action/conversion. A single mobile website can reach agent on a variety of mobile devices, whereas native applications require the development of a distinct version for each device type. Additionally, URLs for mobile websites are readily incorporated into other mobile technologies like SMS, QR codes, and near field communication (NFC). A mobile website has considerably wider reach than a native app because it is available across platforms and can be readily shared among users as well as search engines. For company owners of any size, having a website and a social media presence has become essential. If you run a business and don't have a website, you may be missing out on a lot of opportunities. Understanding the value of a website is important to expanding your business exponentially. Last but not least, developing a mobile website takes far less time and money than developing a native app. ✓

## 5.0 Recommendations

Delima Emas would have absolute chances to make their company long last. By walking through all discussions about this company, this study would like to give some recommendations regarding the problems face by Delima Emas. Due to the discussion, we saw some problems that might impact the business's progression which is unpredictable attack by diseases to the broiler, specific part of the chicken that became highly demanded, and low level of the agent management system. So, this study would provide some of the solutions that might work to fix the problems.

Let's talk about the first problems that were brought up in the discussions. By far, the company is having hard situations when they cannot really expect the progression of the chickens as they can't spot all the diseases on time. In Malaysia, we cannot argue about the use of technologies in the chicken industry. One of the studies regarding the broiler industry sees the impact of the growth by feeding high-quality food and breeds. Also, some useful medicine in order to prevent diseases. Not forgotten about broiler housing. So, the recommendations that can consider looking at is by using ChickenBoy. The possibility of success by using ChickenBoy is high because it can early detect the symptom into the chicken itself. This technology is worth the price because one of the potentials we can see by saving a lot of rates wasting regarding the unexpected diseases. According to Ren et.al (2020), ChickenBoy can continually monitor broiler health and welfare, air quality, and equipment operation through its numerous sensors. It is one of the good investments that Delima Emas can make in order to ensure the sustainability of their company. They can reduce the cost of maintenance by shorting the diagnosis time rather than using human forces to do this job.

According to Suhaimee et.al (2016), most of the organic product demand in Malaysia is expected to rise at a rate of more than 12.4% each year, with a financial worth of more than RM20 million every year. Delima Emas is the company that provides whole organic products, but still, they need to supply the demand that makes a specific request of chicken parts to their company such as wing, thigh, and so on. As a solution that can consider applying by this company is by using Chicken Wing Segmentor-Fixed Blade, this company can implement some of the benefits supply these solutions. One of them is to improve worker safety by automating handsaw cuts. Delima Emas should also concern about this aspect as they can prevent an accident. This is because free accident includes faster productions. Another benefit they might get is improved efficiency & labor utilization. By using an automatic machine that provides an efficient process will provide better working progress for their workers. On top of that, they can increase the profit by reducing manpower but having higher productions. They can supply a lot of demand without worrying about the ability to produce efficient output.

Lastly, a low level of the agent management system. This company has its own reputation and a high ratio of agents around Malaysia. So, the problem comes when they need to contact their agent in order to consult about the business, either talking about stocks, performances, or facilities. So, their old system slows down the pace and even takes a whole day just to reach one agent. Imagine the time they had wasted. They can produce more profits instead of conducting something else. So, the recommendation that probably works is by having their own applications or website. By using this method, the agent nor their management organizations can reach each other easily. As stated by Islam et.al (2010), mobile applications are running on a small hand hold mobile device which is moveable, easy to use and accessible from anywhere and any place. It reduces time to waste, increases profitability, and maintains the efficiency of progressions. The agent can just keep informing about the stocks, requesting supply, or even update the progression by just tapping the screen. Therefore, this method should be useful for them to ensure they raise their possibility to gain a lot of profits.

## 6.0 Conclusion

To conclude, Delima Emas is one of the companies that I am not expecting to gain tons of information regards to their business management, supply chain, and production systems. Delima Emas is also applying all the technologies in their systems to run their business. I also understand that the broiler industry and the protection of the animal must meet the exact requirement that customer wants in order to ensure the long last of their lifeline in the broiler industry and also the supply chain that determines the sustainability of the poultry industry.

Furthermore, this company must always understand its abilities as it was important to supply what people need. Not everything is perfect. So, they must find their problems that might be reducing the probability of profit earnings. We do not know what will happen in the future either we can keep up with the current conditions, or we might face a bigger problem that can impact the sustainability of companies. So, they need to build up a better strategy in order to increase the level of their performances. I also learn that technology is very important to every aspect of business because, like it or not, we are living in the modern era.

Aside from that, our research was able to suggest technological solutions to significant concerns identified by the SWOT analysis. This research believed that by using the technology recommended, Delima Emas Sdn Bhd would be able to overcome the possibility of an unforeseen occurrence, meet consumer demand, enhance profit, and simplify communication between the firm and its agents.

## References

Delima Emas. (2018). Delima Emas. Retrieved from Delimaemas:

<http://www.delimaemas.net.my/site/index.php>

Farm Robotics and Automation SL. (2020). Retrieved from <https://faromatics.com/>

Islam, R., Islam, R., & Mazumder, T. (2010). Mobile application and its global impact.

International Journal of Engineering & Technology (IJEST), 10(6), 72-78.

Ren, G., Lin, T., Ying, Y., Chowdhary, G., & Ting, K. (2020). Agricultural robotics research applicable to poultry production: A review. *Computers and Electronics in Agriculture*, 169, 105216

Suhaimee, S., Ibrahim, I. Z., & Wahab, M. A. M. A. (2016). Organic Agriculture in Malaysia.

Retrieved from [http://ap.fftc.agnet.org/ap\\_db.php?id=579&print=1](http://ap.fftc.agnet.org/ap_db.php?id=579&print=1)