



اَبُو سَيْتِي تَيْكُو لَوِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



CASE STUDY : COMPANY ANALYSIS

GULA MELAKA ASLI HJ SHAARI

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY

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EXECUTIVE SUMMARY

Gula Melaka Haji Shaari is a sole proprietor business founded by Haji Shaari Bin Adam aged 72 years old. He started his own business in 1995 when he was 16 years old. Gula Melaka Haji Shaari is a home-based business and it is originally from Kampung Serkam, Merlimau Melaka.

Gula Melaka Haji Shaari is a business that produces Gula Melaka. Haji Shaari got the idea to sell Gula Melaka when there were a few leased coconut trees and that is when he started making Gula Melaka. The business name is originally from his own name which is 'Shaari Bin Adam'. This is because he wants to differentiate with other Gula Melaka sellers that already exist in the market. His aim at first was to sell to the kuih's seller but now he also focused on selling Gula Melaka to the restaurant owner.

Not as before when he only promoted his products by sending it through the small shops, now Gula Melaka Haji Shaari using social media platforms such as Whatsapp to promote his product more widely than before. His product is unique compared to the others' same product because he is the only distributor and manufacturer that produces the 'Original' Gula Melaka in Melaka.

Gula Melaka Asli Haji Shaari have strengths that made the business become successful. This is because Gula Melaka is already known by people whether in Melaka or outside of Melaka. So it is easy to promote and they already know the use of Gula Melaka itself. Other than that, Gula Melaka Asli Haji Shaari produces the only Original Gula Melaka that is from Coconut tree and no preservative added in the products. Gula Melaka Asli Haji Shaari also already has loyal customers that always order and buy Gula Melaka Asli from him.

But in business, it also has weaknesses that we should take action on, the same as Haji Shaari's business. In his business, the Gula Melaka Asli that he produces is easily melted because there are no preservatives added in the product. Other than that, the product also cannot stand the heat. Gula Melaka Asli Haji Shaari has less customers through online mediums. These three weaknesses should he take action and focus more on how to fix it to make the business become more successful. Gula Melaka Haji Shaari's price strategies are based on the product's sizes, cost, customers and competitors. Haji Shaari takes care of his customers by always checking on product quality and being honest in the business.

1.0 INTRODUCTION

1.1 BACKGROUND OF STUDY

The subject of Principles of Entrepreneurships are taken by students to explore many information in the entrepreneurships world. This subject can help students to become more innovative and inventive in developing a better entrepreneurship system in our daily life and also produce a creative entrepreneur in the future. This course has been introduced in many colleges and universities in order to increase the knowledge of entrepreneurship.

In this case study, students were assigned to do some interviews with any local small business entrepreneur. Students have to study the business that was done by the entrepreneur and do some analysis of how the entrepreneur produces the products until they generate the income. Students are required to generate some ideas on how the entrepreneur can increase their business performances. In this assignment, students are exposed to how the entrepreneurs run their business and how it engages with marketing and finance activity.

Our group chose to do some studies of a business of Gula Melaka that was known as Gula Melaka Asli Hj Shaari. This business was related to the food industry. Our group is able to identify the problems that the business faced and find solutions to increase the business performances in the future. This assignment enables students to understand more about the entrepreneurship world and develops more creative thinkers.

1.2 PURPOSE OF STUDY

There are a few courses that are related to entrepreneurship which students need to take. The course Principles of Entrepreneurship (ENT530) is an elective subject for students from Bachelor of Accounting. This course produces an individual with a splendid attitude and outstanding characters.

Students enrolled in ENT530 must do a case study on a small or medium-sized firm. This case study will assist students in increasing their abilities in problem-solving by examining and applying their knowledge. The case study is about helping students to make decisions and become more aware of their surroundings. They would find some difficulties of the owner's problems while performing the case study of the company and making recommendations for solutions.

Students must also create a business plan based on the business canvas model for the small firm they have chosen. Students will eventually be able to develop higher-order thinking abilities and become creative people. Students must think creatively and stay alert during the procedure.

2.0 COMPANY INFORMATION

2.1 COMPANY BACKGROUND

Company's name	Gula Melaka Hj Shaari
Address	Lorong, Jalan Hj Hassan, Kampung Serkam, 77300 Merlimau, Melaka
Industry	Food Industry
Owner	Shaari Bin Adam
Contact number	012-688 2514
Year established	1995

Table 1.0

The name of the business chosen is Gula Melaka Asli Hj Shaari. This is a small business that sells original Gula Melaka. The owner of the business is Shaari Bin Adam aged 72 years old. He started his business since year 1995 when he was only 16 years old. He got the idea to sell Gula Melaka when there were a few leased coconut tree land and that is when he start making Gula Melaka. He chose to name his business by his own name Hj Shaari to differentiate with other Gula Melaka sellers. He started his business by plucking the coconut on his own and buying some equipment to make the Nira Kelapa. The business is located at Kampung Serkam, Merlimau Melaka which was at his own house.

The company's primary product is Gula Melaka as stated. The Gula Melaka come in different shape and packaging in order to fulfill customer's need. At first, he only aim to sell the Gula Melaka to Kuih's seller but with his passion in the business he able to expand his business. He also provides delivering the Gula Melaka to his customers by himself. Besides, his clients come from all around Malaysia, as well as neighbouring states such as Kuala Lumpur, Johor and Selangor. He has the experience in managing business when his father run a small grocery store in his hometown and this help him to explore more about running a business.

2.2 ORGANIZATIONAL STRUCTURE

An organizational structure is a framework that describes how certain activities are directed in order to achieve an organization's objectives. These activities include things like rules, roles, and responsibilities.

The organizational structure also influences the flow of information between levels within the company.

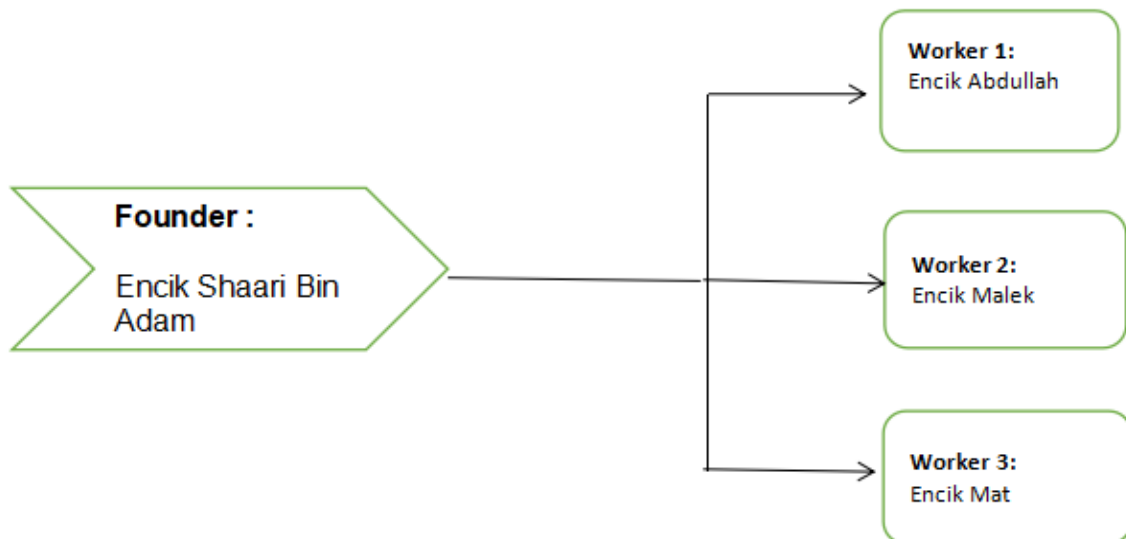


Figure 2.0

Encik Shaari Adam is the owner and the founder of Gula Melaka Asli Hj Shaari. He has three workers and all the staffs are residents of the neighborhood.

2.3 PRODUCTS & SERVICES

A product is a tangible object that is placed on the market for the aim of acquisition, attention, or consumption, whereas a service is an intangible item that is the outcome of one or more people's efforts. Although it may appear that the primary distinction between the two concepts is their tangibility, this is not always the case. The majority of services are intangible, whereas the products are not.

The main business of Encik Shaari Bin Adam is Gula Melaka Asli. The Gula Melaka comes in two different packages which are Gula Melaka in big size and another one is in mini size. Moreover, Encik Shaari offers a delivery service to those customers that ordered the Gula Melaka. Encik Shaari delivers the goods depends on when the customers want it since he wants to make a good impressions to the customers and also strenghten the relationships with the customers.

Illustrations	Product Name	Description
Illustration 1	Gula Melaka Asli	A package of four big Gula Melaka in bamboo shape. This usually purchased by those who wants to add Gula Melaka in food. This product cost for RM12
Illustration 2	Gula Melaka Mini	A package of 9 small Gula Melaka in round shape. This type of package usually purchased to make door gifts. This product cost for RM 10

Table 2.0

2.4 BUSINESS, MARKETING AND OPERATING STRATEGIES

2.4.1 Business Strategy

A business strategy is a plan for a company's activities and choices in order to achieve its objectives. Encik Shaari focus on promoting his products to kuih merchant, housewives, restaurateur and local people. These type of customers usually add Gula Melaka in their dishes to make it tastier. Thus, Encik Shaari always keeps his products fresh to maintain its quality.

2.4.2 Marketing Strategies

A marketing strategy is a company's overall game plan for reaching out to potential leads and converting them into clients of the company's products or services. Encik Shaari sells original Gula Melaka without any preservatives and sugar added which is the unique part of his products. The taste will be different if any sugar or preservatives were added. He started his business by sending the Gula Melaka to small grocery stores and his friends and family help promote his business. Right now, Encik Shaari starts using social media platform to promote his business. Besides, any customer that purchase the gula melaka in bulk will get a cheaper price. This help to gain more of the customer's attention to purchase with him.

2.4.3 Operational Strategy

The company's aims and aspirations, as well as the actual strategies for achieving those goals, are the subject of operational strategy. Encik Shaari always make sure that his product is fresh and in a good shape to maintain its quality. Hence, customers believe that Encik Shaari will only sell a high quality Gula Melaka to them. There are many restraurateurs and kuih merchant that become his regular customers. The reputation of a company benefits from quality assurance. Customer confidence is boosted by a good reputation, which leads to loyalty, thus even a tenth of a percent rise is beneficial. Moreover, The business offers to deliver the ordered goods directly to the customers. This action can protects the goods from any damage since it can be monitored anytime.

2.5 Financial Achievement

Every small business's most basic goal is to be profitable. Profitability is defined as generating more revenue than operating expenditures. Sales revenue, interest on investments, and rent on business property owned by the owner are all examples of business revenue. Labour cost, vehicle expenditure, advertising, utilities, interest payments, licences, and taxes are examples of operating expenses.

Encik Shaari's business usually can obtain a targeted profit after two weeks selling it. Encik Shaari able to buy a lorry and a car just for delivering the goods to the customers. Other than that, Encik Shaari's monthly profit could achieve RM10 000.

3.0 Company Analysis

Business Model Canvas

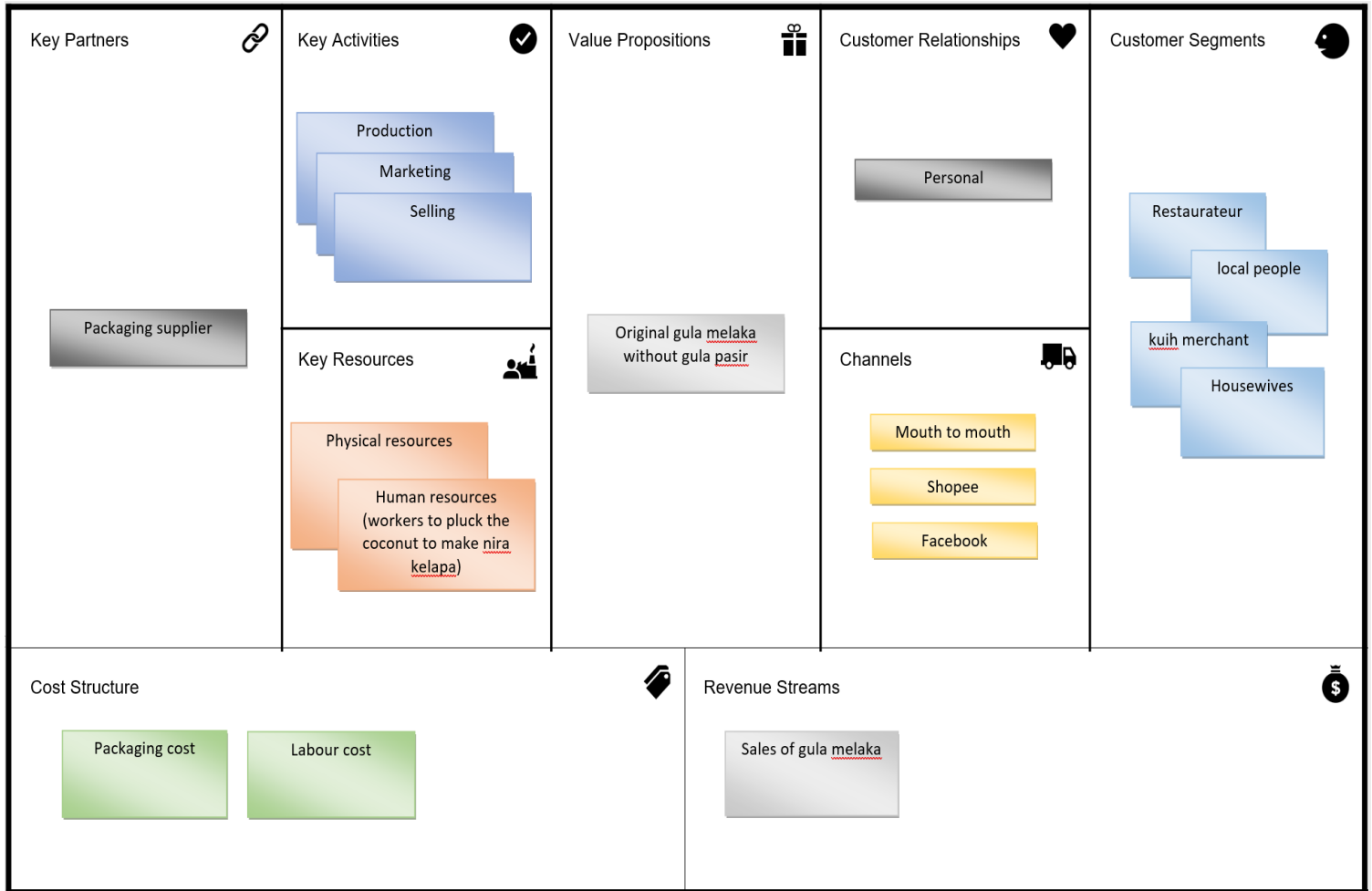


Table 3.0

3.1 Key partner

Partnerships are becoming a cornerstone of many business strategies, and companies form them for a variety of reasons. Alliances are formed by businesses to improve their business models, decrease risk, or acquire resources. Strategic alliances between non-competitors, coopetition strategic partnerships between competitors, joint ventures to establish new enterprises, and buyer-supplier agreements to ensure reliable supplies are the four types of partnerships that can be distinguished.

Packaging supplier

Wrapping gula melaka with the right material is crucial. The packaging should protect the product from contamination, water, and pests entering the package. Tuan Shaari must choose appropriate material to wrap the merchandise in order to keep it in excellent condition. Gula Melaka Asli Hj Shaari will receive thick plastic wrapping from the provider on a monthly basis. Their quality must be maintained at all times, and packaging is an important factor in doing so.

3.2 Key activities

A number of Key Activities are required by the business model. These are the most critical acts a business must take in order to succeed. They, like Key Resources, must develop and present a Value Proposition, reach out to new markets, manage customer relationships, and generate money.

Production

Production is the first key activity of Gula Melaka Asli Hj Shaari. This activity consists of the production of the product from the first step which is choosing material to the last process which is packaging. Everything is supervised to ensure the best quality is made to distribute to consumers so they are satisfied.

Marketing

Marketing is most important in order to reach the targeted customer, marketing is to introduce the product to new customers and make it known. If the targeted customer doesn't know about the product how to proceed to the next step. After people start to know the product then that means the marketing is successful. After successful marketing then we can proceed to the next key activities.

Selling

Selling is where the product will be distributed, some of the product will be sold at the shop and some will be distributed to restaurants and other places using the lorry and the van that Gula Melaka Asli Hj Shaari owned.

3.3 Key resources

Every company model necessitates the use of Key Resources. Your resources enable your company to develop and advertise a Value Proposition, reach out to new markets, maintain connections with existing customers, and generate income. Depending on the type of business model, different Key Resources are required. Physical, financial, intellectual, and human resources are all valuable resources.

Physical resources

Physical resources are tangible assets that the company uses to produce revenue. Physical resources for Gula Melaka Asli Hj Shaari include pots, stoves, and cooking tools utilised in gula melaka manufacture. These pieces of equipment are critical to the success of the company because they are the foundation of its operations.

Human resources

Human resources are needed in this type of business for production using machineries since the machineries are semi-automatic. Also, the company needs workers to pluck the coconut since to make gula melaka must use nira kelapa. So, human resources are very important so that the business can run smoothly.

3.4 Value proposition

Customers choose your business above others because of your Value Proposition. It addresses your customer's problem or meets their requirements. Each Value Proposition is made up of a carefully selected set of products and/or services that are tailored to the needs of a certain Customer Segment. Some Value Propositions are innovative, representing a novel or disruptive offering. Others may be similar to current market offers but with additional features and benefits.

Original gula melaka without gula pasir

Many gula melaka in the market use gula pasir to reduce their production cost, but Gula Melaka Asli Hj Shaari uses purely nira kelapa without the addition of dye or sweetener. This is what makes Gula Melaka Asli Hj Shaari liked by their customers since the taste is good and the material used to make this gula melaka is not from gula pasir like other gula melaka in the market.

3.5 Customer relationship

Your business should decide what kind of relationship it wants to have with each customer segment. Relationships are formed as a result of your many Channels. Relationships can be human or automated, transactional or long-term, and they can be used to acquire, maintain, or increase sales. The kind of customer relationships you establish have a significant impact on the whole customer experience.

Personal

Human communication is involved in the personal sort of client contact. Customers can purchase it straight from the shop, or they can use Shopee or Facebook to place an order. The organisation believes that direct engagement with customers would provide them with a better understanding of their challenges, resulting in increased customer loyalty and happiness.

3.6 Channels

Your sales, distribution, and communication Customers interact with your business through channels. Your Channels are crucial consumer touchpoints that contribute to the overall customer experience. Distribution channels are used by businesses to out-reach customers.

Mouth-To-Mouth

The most effective way of distribution is mouth-to-mouth. Because this business is located in a village area, mouth-to-mouth marketing is simple. It is simpler to entice clients to come in, select the product, and purchase. Because it is difficult for this market group to adjust to social media sites such as Instagram or Twitter, they rarely use them. Village people are more easily reached by this type of distribution route than city dwellers since their connections are stronger.

Shopee

Other ways to purchase the product is using Shopee, this is also convenient to people that are not Melaka but want to buy original gula melaka. Shopee is a platform for them to sell the product to people in other states and make it known all over Malaysia. By using Shopee they can increase their revenue since not many other places sell original gula melaka in other states.

Facebook

Facebook is a place for the older generation to socialize. Teenagers may not be interested in gula melaka but older people like gula melaka because they can cook kuih and food using it. On Facebook, there is a marketplace where they can sell their product there and promote their shop at the same time in Facebook groups. Since Facebook still has a lot of users, using this method is good for the business.

3.7 Customer segment

Customers are the lifeblood of your business. Your business will not last long without (profitable) consumers. To better serve your consumers, divide them into segments based on common needs, tasks to be completed, common behaviors, or other characteristics. One or more large or tiny Customer Segments may exist in your business strategy. You must decide which segments to serve and which segments to skip. Once you've taken this decision, you may carefully develop your business model around a thorough understanding of specific customer wants and tasks to be completed. If their needs necessitate and justify a discrete Value Proposition, customer groups constitute separate segments.

Restaurateur

Gula Melaka Asli Hj Shaari wants to sell gula melaka to local restaurant owners so they can utilise it in their recipes. Some restaurants will stock up on gula melaka on a weekly basis. Gula Melaka Asli Hj Shaari will provide gula melaka in response to the restaurant's request. Gula Melaka Asli Hj Shaari can also place the product near the restaurant counter to advertise it and earn the restaurant a commission. At the same time, it will provide them with an opportunity to sell their goods.

Local People

Locals who buy gula melaka at their shops may be assured they are getting a fresh product because they can acquire it right after it is made. Locals can save money by buying it straight from their shop instead of from merchants. To put it another way, if locals choose to buy it directly, they will save money because it is cheaper. This is the main reason why Melaka people prefer to get it directly from the store since it is cheaper.

Kuih Merchant

Some of the kuih merchant at Melaka will buy from the Gula Melaka Asli Hj Shaari since some of the kuih need to use gula melaka like onde-onde, even they buy it at low volume but they buy it consistently since they need gula melaka to make kuih. It can be said that the kuih merchants always repeat their order from the Gula Melaka Asli Hj Shaari.

Housewives

There are many housewives from the neighborhood area and it gives benefit to Gula Melaka Asli Hj Shaari since they will buy gula melaka to cook at their home. Since the gula melaka is without granulated sugar it is famous for their taste among housewives in the neighborhood.

3.8 Cost structure

Cost structure is the expenditure incurred by a company.

Packaging cost

To ensure the quality, Gula Melaka Asli Hj Shaari uses the best plastic which is thick and strong. So they need to pay and have to deal with their packaging partner to package their product so the product is packaged.

Labor cost

Labour cost is the cost of the wages that the business must pay to their employees. Gula Melaka Asli Hj Shaari have 3 workers. They also need to pay for workers that pluck coconut.

3.9 Revenue streams

A revenue stream is a source of profit for a business. To put it another way, revenue streams are the various ways in which a business earns money by selling things or providing services. The sorts of revenue that a company records in its books are determined by the activities that it engages in.

Sales of gula Melaka

This company generates its income solely by gula melaka sales activity. It includes the delivery services and recurring revenue. This income is used to pay all the costs and also give profit to the owner. The revenue is continuous until the business stops.

4.0 Findings and Discussion

4.1 Major Problems and Solution

Every business has their own strengths and weaknesses in every section. Based on our findings and discussions, Gula Melaka Asli Hj Shaari is a small business run by an experienced person since a long time ago. Developing a business has the right method that needs to be followed and practiced to make it more famous and successful. In order to increase their sales of gula Melaka, they have several problems that need to be solved which are:

1. Easily Melted

Based on our interview session with the owner of Gula Melaka Asli Hj Shaari, we found that the business has a problem with the gula Melaka. The gula Melaka cannot stand the heat and it makes the gula Melaka easily melted. This can make customers not buy the gula Melaka because of the quality. They don't have a suitable place to keep or maintain the gula Melaka which means not easily melted. Not only that, they don't have a suitable packaging that can make gula Melaka not melted. As we know, it is important to keep gula Melaka from melting. It's like the quality of the gula Melaka. If gula Melaka doesn't have quality, customers will not buy the gula Melaka.

- **Solution 1**

In our opinion, they should use a new packaging that can stand the heat. It's important to prevent gula Melaka from melting. Customers will value the quality of the gula Melaka. If the gula Melaka has good quality which means it is not easily melted, surely many customers will buy it. In addition, the owner can sell their product online without worrying if gula Melaka will melt because the packaging is safe for shipping by courier. Usually, the shipping process will take time before it is delivered to the customer. So, the new packaging might help the owner to make sure the product ordered has been reached safely.

- **Solution 2**

Other than that, they can be placed in the gula Melaka in suitable places like a freezer. The suitable place for gula Melaka has played a major role in maintaining the quality of the gula Melaka. As a result, Gula Melaka Asli Hj Shaari may be able to boost their business performance and streamline their operations. In order to maintain the quality of gula Melaka, they need to keep the product in a suitable place before it's sold.

2. Less customers through online medium

Based on our perspective of this business marketing, we found that the business promotes their product by manufacturing to grocery stores nearby in Melaka. Other than that, they used several social media such as facebook, whatsapp and shopee as platforms for promoting their product. However, depending on these three social media without making a post or interesting promotion will not be effective. In addition, if we use facebook to advertise our business, an advertisement must be made several times. The advertisement must consist of a few things to attract customers. It will take a longer time for our product to be noticed by more people if we do it alone. To promote a business, we should have to use all available opportunities provided nowadays in social media especially.

- **Solution 1**

In our opinion, one of the best ways to expand their business for getting noticed by customers through social media is by being open for recruitment of resellers throughout Malaysia. Nowadays, there are many resellers selling products as an additional income. The resellers consist of students, unemployees and other people with a different status or work whether man or woman. For example, businesses such as MAMASAB, a famous company that sells cookies and cake around the world. So, the reseller must choose a package that is offered with a lower price. As an example, if the normal price is RM12, the reseller just needs to pay RM9 for each gula melaka and they must take above 18 packets. This will expand Gula Melaka Asli Hj Shaari throughout Malaysia because the reseller is not only from Melaka. In addition, the demand for this product might increase when the amount of resellers also increases. It will give benefits to both parties as their income and revenue.

- **Solution 2**

Other than recruiting resellers, promoting business through social media needs a right method to attract people. In facebook especially, the time and caption in posting feed is the most important thing because it might attract our customers for being interested in trying our product. The copywriting must consist of softsell and hardsell. People nowadays refer more to social media as their shopping platform if the product that they want to buy is far from them. For example, the owner should promote his business at 9.00 p.m. as other people are already back to their home for resting after working tired. At this time, usually people are scrolling their social media and big opportunities notice the advertisements made by us. The owner also can use Tiktok as the promotion platform as that application is already used by 500 millions users around the world. Making content which interests people can be viral and at the same time make their product known by others. In addition, the owner can create a new department specifically for designing and promoting gula Melaka through social media.

3. Lack number of workers

A sole proprietorship business has its own set of benefits and drawbacks. It is a common choice of business structure among small business owners since it is simple to set up and disassemble. The benefits of being a sole proprietor include keeping all profits and having complete control over the business. In the meanwhile, the downsides of single proprietorship include a lack of consistency and the possibility of making poor decisions. Based on our information that we get from the interview, the owner only has three workers to manage the business. Not only that, they use a manual method which is to make gula Melaka using a pot. That means they cannot process large numbers or orders at one time. Because they employ a manual process and lack of workers, the lead time for orders will be longer if numerous customers place an order at the same time. Customers will think twice about ordering again if this happens because they will have to wait a certain amount of time for the order to be finished. As a result, due to a small number of devoted customers, the owner will have a difficult time continuing to run her firm for a longer amount of time. Customers that are loyal are particularly crucial in the small business sector because they will help the company reach out to others, such as their family, friends, and coworkers, provided the services or products satisfy their expectations.

- **Solution 1**

In our opinion, one of the best ways to avoid losing customers is to hire more workers. It is because the process of making gula melaka takes a longer time to be done. When the product is already known or getting more orders than usual, the demand of the product also increases. In this situation, the production process of gula Melaka can be done without interruption due to the lack of workers. This business will be able to receive many orders as many workers can be involved in the process of making gula Melaka. Other than that, the owner should hire a worker to design a poster and manage social media because they are more knowledgeable and know more about it.

- **Solution 2**

Since they use a manual method to make gula Melaka using a pot, we think they should buy a machine to make gula Melaka in order to speed up the process of making gula Melaka. As we know, gula Melaka Hj Shaari is original, so maintaining the taste of this product is the priority in using machines. By using a machine, the workers can make another process without waiting as when they are using a manual process. The time of preparing gula Melaka also can be saved when the machine is used. Lastly, the quality of gula Melaka is guaranteed as the machine is already set in an exact way.

4.2 Advantages and Disadvantages of the solutions

Below are the summary of our solutions and its advantages and disadvantages:

SOLUTIONS	ADVANTAGES	DISADVANTAGES
New packaging stand the heat	Can make gula Melaka stand the heat.	The owner needs to pay the cost of the packaging.
Suitable place like freezer	Can make gula Melaka not easily melted and maintain the quality.	It will cost the owner not only the cost to buy a freezer but the cost of electricity too. Other than that, it needs a bigger space to place the freezer.
Recruitment of resellers	Can expand their business from one person to another person. So, the product will be known by more people.	The profit for each packet will be lower because resellers get a discount for buying in higher quantities.
Use a right method through social media	The business can reach their targeted customers using the unique features of each social media.	The owner must always update or advertise on social media.
Hire more workers	The owner can rely on the worker whenever he has something urgent to do.	Even if the firm is not doing well, the owner must pay the employee's salary on time.
Buy machine in production	Can finish the orders on time with a better quality as the machine is already being set exactly.	The owner must pay the cost of the machine and have to pay the cost of repairs if damaged.

Table 4.0

5.0 Conclusion

Gula Melaka Asli Haji Shaari has grown so much from 1997 when it was initially started operating and until now. It also has so many customers that already love the products and the originality and the quality of the products. In those years many obstacles and problems that Haji Shaari went through. Through this case study that we conducted, we learnt that becoming an entrepreneur is not easy. Becoming an entrepreneur and establishing a business requires thinking and taking many risks and obstacles to become successful. An entrepreneur also cannot make unwise decisions in business. If you make wrong moves, everything will become not okay and you have to check again the problems. Other than that, strengths and weaknesses also need to be focused on. As Anthony Robbins said, "every problem is a gift and without problems we would not grow". From this we know, without obstacles the business will not grow properly and become successful. There are many steps that we can use to grow the business in the future.

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7.0 Appendices

	Images
<p>Company's logo</p> <p>Figure 1</p>	
<p>Gula Melaka Mini</p> <p>Figure 3.1</p>	
<p>Gula Melaka Besar</p> <p>Figure 3.2</p>	 <p>HJ. SHAARI B. HJ. ADAM</p> <p>500g SERKAM PANTAI, MELAKA</p>

Lorry for delivery
Figure 4.1



Car for delivery
Figure 4.2



Interview Question

Figure 5.0

SOALAN

INFORMASI PEMILIK PERNIAGAAN:

- NAMA PENUH: SHARRI EWI ADAM
- UMUR: 72
- PENDIDIKAN:

A. LATAR BELAKANG SYARIKAT

Bilakah anda memulakan perniagaan anda?
1995 TAHUN

Di manakah anda mendapat idea untuk perniagaan anda?
Manja datang dari balang yang ada apabila beberapa ekor furet boleh kelap-
manan yang di petik untuk di situ bermula untuk membud gula melaka asli

Bagaimana anda menghasilkan nama untuk perniagaan anda?
Manja menggunakan nama saya sebagai Hj SHARRI Hj ADAM

Apakah misi anda pada permulaan perniagaan anda?
Untuk Adiklah mengedarkan gula melaka pada peringkat- peringkat kecil untuk selaja

Adakah anda pernah menguruskan perniagaan sebelum perniagaan anda sendiri? YA /TIDAK
JIKA YA: YA

B. PRODUK

Apakah produk yang anda tawarkan?
Gula Melaka Asli

Berapa harga produk?
Rm 12.00

Bagaimanakah menjadikan produk anda unik berbanding pesaing lain dalam pasaran?
Manja Saya sebagai pengedar dan pengeluar gula melaka Asli di Negeri Melaka

Adakah pembekal/vendor anda tempatan atau antarabangsa?
Tempatan

Bolehkah anda menggambarkan pelanggan anda?
Pengusaha Kosmetik dan pengeluar kosmetik tradisional

C. TEKNIK PEMASARAN

Bagaimana anda mengiklankan perniagaan anda?

Bermula dari hulu ke hilir - heau kuit dan sekang mengiklankan di social media.

(Ex: facebook, instagram, twitter, whatsapps, telegram, online website, etc) shopee.

Berapa kali anda mengiklankan produk anda dalam beberapa bulan?

Siapa pelanggan sempurna anda?

Pengusaha Fashion

D. STRUKTUR ORGANISASI

Berapa banyak masa yang anda habiskan untuk bekerja pada perniagaan anda setiap hari?

6 - 12 jam

Berapa lama masa yang diambil untuk perniagaan anda men. perc. ch k. untungan?

2 minggu

E. SAHAJATI

STRUKTUR (KEKUATAN)

Bagaimanakah anda menerangkan kejayaan perniagaan anda setakat ini?

Setahu menjadi Gula Melaka dikenali di luar kawasan Melaka juga.

Apakah yang menjadikan perniagaan anda unik?

perniagaan kami sahaja yang mengedarkan gula melaka asli

Adakah anda mempunyai pelanggan setia? YA /TIDAK

Ya

WEAKNESS (KELEMAHAN)

Apakah jenis kelemahan perniagaan anda?

1. Cepak caku (tidak boleh pogramat)
2. hasil kerja kurang
3. ...

OPPURTUNITY (PELUANG)

Adakah anda akan membungkus produk anda secara berbeza dan menetapkan harga yang lebih tinggi kemudian? YA/TIDAK

Jika TIDAK, mengapa?

Adakah pesaing anda mempunyai sebarang kelemahan yang boleh anda manfaatkan? YA/TIDAK
Jika YA, apakah itu?

Kami produk kami adalah 100% asli dan di 37 lokasi dan keabng. yg
body dan sibil. feda. aka pengulu 1 atau tiruan.

Adakah pelanggan anda pernah meminta sesuatu yang anda tidak tawarkan, tetapi boleh ditawarkan?

Jika YA, apakah itu?

THREAT (ANCAMAN)

Siapakah 3 pesaing utama anda?

1. Hamidah Food
2. Gula Melaka Madam Yap
3. NFB Food Industries (Malasa Gula Melaka)

F. MASALAH

Adakah anda menghadapi sebarang masalah dalam perniagaan anda terutamanya semasa COVID-19? YA/TIDAK,

Jika

YA: Ya.....

Pernahkah anda menolak pelanggan? YA /TIDAK

Jika YA: Tidak.....

G. OPERASI STRATEGI PERNIAGAAN, PEMASARAN

Apakah strategi harga produk anda dan mengapa?

Harga berbeza pada medium berbeza berdasarkan kelas, pelanggan dan pesaing

Bagaimanakah anda meningkatkan hubungan anda dengan pelanggan anda?

Kami menjaga kualiti dan kejayaan akaun kami dengan memberi servis yang terbaik

Bagaimanakah hubungan anda dengan penyalur/venor anda? Dan bagaimana untuk memperbaiki hubungan?

Hubungan baik, Teruskan harga pulak kepada mereka dan melayan mereka dengan baik dan pantas

Bagaimana anda menggalakkan jualan berulang?

Kami mempunyai customer yang tetap dan akan sentiasa berhubung dengan kakitangan kami untuk mengetahui harga terkini serta kami menjaga quality of goods

Apakah strategi pemasaran anda dan mengapa?

Strategi kami sekarang menganda platform internet seperti Facebook dan Shopee.

TANDATANGAN

Casy

TARIKH: 4/30/4/22

**Extra Written
information from
Owner**

Figure 6.0

Saya Shaari Bin Adam Di lahirkan di Kg Serkom pada 4 April 1956
Baromur 72 tahun Mendapat Pendidikan di sekolah kebangsaan Serkom

Selepas menamatkan pendidikan sekolah Rendah saya telah bekerja
dengan menjual buah - buahan dan sayur - sayuran ini kerana dengan
keluarga yang miskin dan mendapat kerja tempung dan mengambil upah
menjual buah - buahan sudah menjadi rutin harian. Mungkin di
sebabkan itu saya sudah mula terfikir membuka di dalam perniagaan
dan perniagaan sendiri.

Di Apapun saya menigkatkan Denda saya telah membeli sebuah kereta
runut tetapi di sebabkan kereta itu sudah tua dan sudah sangat
tua, banyak masalah, penangan dan keperluan banyak telah
di jual dan telah saya. Kereta itu banyak bertolak belakang
tahun 1980 ini kerana saya terpaksa jual kereta tersebut kepada
tetap dan kerat saya adalah saya dan telah saya beli
saya baru malah membeli kereta di tapak perniagaan dan telah
runut saya.

Pada tahun 1995 telah saya telah membeli
sebuah lot di mana menjual sayur - sayuran dan seliter
kecilan kg dan di dalam daerah kecil kecilan saya. Di
akhirnya pada tahun 1995 saya telah berjaya
dengan beberapa orang pengira yang menjual sayuran
juga yang mempunyai beberapa orang telah yang menjual
produk kelapa masak, Paksi telah tersebut telah
menawarkan saya untuk membeli di sana. Di sana
saya telah membeli membeli sayur - sayuran dengan menjualkan gula
murni Asli untuk di jual di seliter kecil kecilan dan telah
runut di seliter melalui belian.

- Nama untuk program juga tidak Ok karena D karena salah
Maka lebih mengacu juga sebagai HJ Shri HJ Dora - maka
juga lebih menarik Nama program juga bisa HJ Shri HJ An
Guru maka Dsi.

- Pada masa ini misi juga akan untuk membangun sebagai
melalui juga di sekitar karena mereka. Karena pada masa ini
pada masa ini yang merupakan juga untuk atau mungkin juga
melalui.

Berikut juga juga Guru melalui. Dan juga sangat akan
kemungkinan juga. Dengan karena yang ini dan ~~transisi~~
cara pertama yang tradisional juga akan lebih penting atau
Parsi atau Guru sendiri. Mengenai product Guru melalui M.
ini 100%. Bagus untuk kegiatan dan juga penting pada untuk
melalui dan juga ~~melalui~~. melalui. In juga. Penerima - penerima
Utara kali akan pertama - pertama setelah dan pertama kali-kali
tradisional di sekitar karena karena cup - HJ. dan HJ jika.

Di juga sebagai ini untuk juga penerima - penerima kali juga
mengikuti program kali dan ~~transisi~~ dan mengikut melalui
teknik yang akan pada product kali di kali-kali. maka. Di
juga dan juga juga juga kali dan juga melalui program kali dengan
mengikuti di ~~transisi~~ dan ~~transisi~~.

Kini merupakan program yang tetap dan mengikut melalui ~~transisi~~
yang bagus di kegiatan program setelah dan pertama kali-kali
tradisional.

Masa untuk ~~transisi~~ pada program kali juga 6-12 jam
untuk program. Di untuk program akan 2 minggu sekali kali dan
adalah di kali kali dan di kali kali kali 4 kali ke 1 kali
dalam kegiatan kegiatan kali program. dan juga program.

Pada tahun 2021 semua negara Covid 19 telah melanda akan
cepat dan menyebar serta pergerakannya. Adanya perjalanan dan
pergerakan akan membuat hari-hari ini terpaksa stop pergerakannya
pergerakan-pergerakan ini akan membuat masalah dan juga tentu akan
terjadi di semua negara. Dan karena itu terpaksa terpaksa
ke negara-negara. Dan karena itu karena itu karena itu
kegiatan-kegiatan dan perusahaan yang sudah membuat pergerakannya
terpaksa berhenti untuk sementara. Lalu karena itu
karena itu ini terpaksa membuat pergerakannya yang akan karena itu
yang sudah akan akan akan akan akan akan akan akan akan akan
akan karena itu akan akan akan akan akan akan akan akan akan akan
pergerakannya akan karena itu.

Untuk strategi harga pemerintah yang akan karena itu pergerakannya akan karena itu
dan akan karena itu akan karena itu pergerakannya akan karena itu pergerakannya
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Karena itu strategi pemerintah akan karena itu pergerakannya akan karena itu pergerakannya
akan karena itu akan karena itu pergerakannya akan karena itu pergerakannya
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Quet
3/15/2022

