



اَوْبُنُوْزِ سَيِّتِيْ تَيَكُوْ لُوْ كِيْ مَارَا  
**UNIVERSITI  
 TEKNOLOGI  
 MARA**



**CASE STUDY : COMPANY ANALYSIS  
 ANNONA**

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

**FACULTY AND PROGRAMME : FACULTY OF TOURISM AND HOSPITALITY  
 MANAGEMENT / CULINARY ARTS MANAGEMENT (HM245)**

**SEMESTER : 3**

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

**GROUP MEMBER :**

<b>NUR KHAIRIAH FAKHRI BINTI JANI MAHMUDY</b>	<b>2020988329</b>
<b>SAIDATUL NAJIHA BINTI MD TANIN</b>	<b>2020957481</b>
<b>NUR ATHIRAH IZLEEN BINTI MOHD IZHAB</b>	<b>2020988021</b>
<b>INTAN RASYIDAH BINTI MOHD JAMRIN</b>	<b>2020952721</b>
<b>HANI FATIHAH BINTI MUSTAPA KAMAL</b>	<b>2020957527</b>



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Secondly, we would also like to thank our parents and friends who helped us a lot in finalizing this case study within the limited time frame.

We are overwhelmed in all humbleness and gratefulness to acknowledge my depth to all those who have helped us to put these ideas, well above the level of simplicity and into something concrete.

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## EXECUTIVE SUMMARY

In this case study, we would like to summarize Annona company. This company is well known by their underrated yet popular product which is Bird's nest supplement. This product is also their main product in the company. This product is known because it once went viral because of the good marketing review from people who were consuming the product. However, nowadays people are very aware of their inside health and of course this product is using organic main ingredients which is bird's nest. According to many points of view from researchers, bird's nests are natural ingredients that are good for health, especially for the skin and digestive system of humans.

Based on the observation made, except for the bird's nests supplement we found that this company also come out with different products which their main concern is about health and wellness product as for example, vitamin c, serum for skins, serum for hair especially for hijabi woman last but not least their Annona jus which using organic soursop juice that brings many advantages for health and wellness. Hence, from our observation this company achieved a good marketing review because all of their product price range is under RM150. So, nowadays people mostly need to be thrifty and this product gives the best price for their customer.

In conclusion, every business or non-business company will have their ups and downs in running their business, same goes to Annona company, they will have their competitors which sell the same product with much cheaper price. For example, Luvqis herbs and cosmetics company, this company is known for their herbs and cosmetics product and one of them is Luvqis Bird's Nest. This product also had good feedback and was recommended by people who ever tried it. Therefore, according to our observation, Annona companies need to compete with their competitors by using healthy competition. This is to make sure no issues will be spread and happen between the two companies. Besides, they need to always look for their deficit first and then compare what makes them different.

By doing this case study we learned about how to prevent and overcome the problems that will happen unexpectedly or spontaneously without excuses. Therefore, from this case study we have shown that we can be more careful when faced with a problem and be more independent. We can take care of a problem and solve it without any hesitation

## INTRODUCTION

Entrepreneurship is the act of starting a business or a series of businesses with the goal of making a profit. The more current meaning of entrepreneurship includes the goal of changing the world by solving major challenges. Entrepreneurs also contribute to change through innovation, as new and improved products enable the development of new markets. Small enterprises, scalable startups, large firms and social entrepreneurs are discovered to be four unique sorts of entrepreneurial organizations.

This case study is being undertaken to gain a better understanding of the world of entrepreneurship. This case study allows us to observe the continued development of specific businesses that have entered the field of entrepreneurship or company with a variety of perspectives. This case study also comprehends, explores and looks over their problems and accomplishments.

For this case study, we have chosen Annona company as our company analysis. Annona company was doing their business from around 7 to 8 years until now they have three parts of Head Quarter which are one at Kulim Kedah, one at Telipok Sabah and one at Miri Sarawak.

Based on the general information that we gathered, this company was established long ago before their product became one of the products that went viral in the year of 2020. This company also uses dropship services, agents and stockists where the company calls them as business partners. According to the interviews we have conducted, the business partners they have are more concentrated in the Sabah area where their Bird's Nests product has gone viral.

Furthermore, according to our observation we found that Annona Bird's Nest are facing not too many yet few problems which were not too heavy and still can be handled professionally such as problems with the supplier. This is because they have three headquarters at different places which are at Kulim, Sabah and Sarawak and this observation can be concluded that they are faced with a lack of communication problems.

## COMPANY INFORMATION

### 2.1 BACKGROUND

Annona is a company that produces a supplement product founded under the company MOS Nutraceutical Sdn Bhd by Puan Ony Nurhusni and Encik Syahril Izwan. Puan Ony Nurhusni graduated with a Bachelor of Science in Pharmacy at the University of Science, Malaysia (USM) Penang in 2003. Besides, she is a certified pharmacist with more than 14 years of experience in the pharmaceutical field who owns a pharmacy and also runs a health product business and the beauty of Annona. Annona is dedicated and committed to spreading health and beauty awareness to the community through a wide range of products under the Annona brand.

Annona Company has been around for almost eight years and their company initially operated in Kulim, Kedah as the HQ of Annona company. The specific address was given at MOS Nutraceutical Sdn. Bhd. 116, Jalan Putra A/1 Kelang Lama, 09000 Kulim, Kedah. Up to now, there are many stockis and agents around Malaysia who have registered under the Annona company. Annona company has three parts of Head Quarter which are one at Kulim Kedah, one at Telipok Sabah and one at Miri Sarawak.

Annona has also released a number of products that are indeed quality and beneficial to the public. Among the products they have released are, Annona Bird Nest, Annona Skincare, Annona Juice and a few more products. Their brand has become increasingly known since they released Annona Bird Nest which has received a lot of positive response and testimonials. This means that Annona products are able to compete with other products on the market.

The mission of Annona is dedicated and committed to spreading awareness of health and beauty to the community through a wide range of products under the Annona brand. This also helps them to believe that they can be one of the best sellers that can provide their customer with the best service experience. They also focus closely on the current marketplace, products and facts that happen around them. Hence, they have to observe and be attentive to what is happening around them so they can analyze the problem and possibilities to overcome their problem.

## 2.2 ORGANIZATION STRUCTURE

A system that specifies how particular tasks are directed to meet organizational goals is referred to as organizational structure. The examples of these activities are rules, roles, and responsibilities. The flow of information within a corporation is also determined by the organizational structure. The same goes for Annona company. Therefore, the organization structure of Annona company includes the founder, Puan Nurhusni Bt Datuk Mahad Nor, along with her team management which includes finance team who are responsible to manage the Annona's profit and loss, operations team who are liable to ensure efficient day to day operations and the marketing team that are in charge to promote products and services to customers and prospects. Annona needs a skilled management team to make their company more successful. Each member of a management team is focused on their own specialization. In addition, the company benefits from having its overall direction and goals assessed from various angles.

## 2.3 PRODUCT / SERVICES

Annona (Bringing Wellness To Others) mainly sold six main products for their customers which include women, men and children. The average age that is suggested to consume is around 18- 60 an, for the hair serum, Vitamin C capsule, Jus Annona and Annona Skin Care. But for the consumer that consumes them, Bird Nest and the new product that this organization launched is Milkshake Strawberry (Health Supplement), these two of their product customers can consume from age 6 years old. All Annona products are based on, for human health and supplement for the consumer.

This company, one of trusted sellers in this country. Since the founder is a pharmacist, they take all the output of their product seriously, because of that, all of their products have dermatology tested certificates. From this method, consumers can consume all their products without having a hesitated feeling. This company is not selling garbage products like nowadays. Because they take all their customers seriously Annona Bird Nest is the most famous product in this organization because it's effective effect on consumer health, because all the customer feedback makes this product a best seller in the organization. Also, Annona Bird Nest consumers can consume from a variety of ages.

Annona company has also provided a customer service for the consumers, they have one department in their organization just to handle their customer service. From my interview, they say (it is to make all our customers satisfied and minimize bad reviews from consumers) and also to solve the problem if they have a problem with their choices or buying process. For example, the company gave their phone number for further assistance if the customers are having problems with their buying order such as an online order. For the shipping service, they are using Malaysia couriers to ship out their customers' orders and will take 3 or 4 days of shipping. They are given knowledge when having customers online such as greets their customer with a smile and politeness. Shopee and Lazada are also one of the examples shipping that they used to ship out their customer orders

## **2.4 BUSINESS, MARKETING AND OPERATIONAL STRATEGY**

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

The business strategy is more focused on making all their products as a preferred product so that they can keep their high standard and reasonable price. Other than that, they are deciding to open more stores in this country based on the market demand. Then Annona organization decided to take more staff for their organization because of demand for their products from year to year. Since Annona products already penetrate markets in Singapore and Indonesia, they plan to expand and commercialize their products larger in these two nations in the future. Other Than That, they also create strategies for their future to make more wellness products.

Marketing strategy in this company is focused on people having a low income to middle income that is suitable for anyone. Other than that, they are also a supplement for all types of generations. For children, young teenagers, till oldest. The prices that they offer are convenient and cheap compared to other stores that sell from another state. This is why their budget is more conscious for anyone. Although they have a best seller product, all their products still have high demand from customers because their options are more reliable and cheaper for customers to take seriously about price and quality. Another marketing strategy made by this company is through promotion of social media such as Facebook, Instagram, Tiktok and YouTube, so their customers are able to reach their company easily. They also have agent, distributors and also Dropship to make consumer easy to find their products



An operational strategy that they come with is by making the best wellness products for consumers. The operation system creates together from all products of process to final sales. This included the dermatology tested for all their products. Other than that, they also choose the strategic location to sell their products which they focus more on online sales since MCO in Malaysia. For an example the Annona organization using all social media to access to their customers because it was the most easy platform for them to communicate with their customers



## **2.5 FINANCIAL ACHIEVEMENTS**

Based on our observations for Annona's achievement, we can conclude that it is possible that Annona's company may achieve financial success. This can be seen when there are many testimonials from customers who use Annona products that have given positive feedback. In addition, the number of people who choose to be part of the Annona company by becoming a stockist, agent or dropship of Annona products is increasing. Furthermore, apart from their customers giving positive feedback, the sellers of Annona's products also get a lot of benefits by selling those products. They gained extra income from selling the product because the product received quite high response especially the Annona Bird Nest product. Besides, they not only lend a hand to people by providing opportunities to gain income but they also provide marketing materials and guide the new sellers until they succeed. Therefore, this also helps Annona company to be better known to the public and achieve their financial achievement targets.

## COMPANY ANALYSIS

### S.W.O.T

Anonna has consistently expanded its number of outlets and market share across Peninsular Malaysia over the last eight years, and is highly known for the quality and affordability of its products. The company's management goals are to attract and build customer relationships through providing value and satisfaction. However, only marketers can accomplish their performance is dependent on a number of factors, including the swot analysis.

STRENGTH	WEAKNESS
<ol style="list-style-type: none"> <li>1. With their vision and objective, Anonna has built a strong and well-known brand name with a variety of products over the course of eight years in the business. ✓</li> <li>2. They are owned by pharmacists who create new items made of neutral materials, such as Anonna bird nest and strawberry milkshake. The company also operates in nearly a few countries worldwide. ✓</li> <li>3. Strong international market presence ✓</li> <li>4. Offer very low and discounted pricing in order to boost the amount of football in the store. ✓</li> </ol>	<ol style="list-style-type: none"> <li>1. Seasonally based product diversity and launch. ✓</li> <li>2. Expenses are higher due to import taxes and currency conversion. ✓</li> <li>3. Because customers have a lot of bargaining power, switching brands has an impact on value. ✓</li> <li>4. As soon as the stock arrives, hire a small staff. ✓</li> <li>5. The company's location in Kedah is not well-known or strategically important. ✓</li> <li>6. Low in logistics management, when stocks are frequently not figured correctly. ✓</li> </ol>

OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> <li>1. Viral advertising and active social media use can help the brand promote itself. ✓</li> <li>2. A positive view for people of all ages and genders</li> <li>3. The natural and organic beauty care market is expanding. ✓</li> <li>4. A strong brand image might help you expand your product portfolio. ✓</li> <li>5. It is a good opportunity for folks to earn some extra money. ✓</li> </ol>	<ol style="list-style-type: none"> <li>1. Women's health and beauty competitions are becoming increasingly popular. ✓</li> <li>2. Seasonally fluctuating demand</li> <li>3. There is a lack of supplier loyalty.</li> <li>4. The economic downturn</li> <li>5. Increased competition from both domestic and international players. ✓</li> <li>6. Consumer tastes are shifting, putting pressure on businesses to alter and manufacture new products on a regular basis to fulfil these customers' wants.</li> <li>7. Strategic cost leadership is unsustainable in the long run. ✓</li> </ol>

**FINDINGS**

Based on Annona's marketing executive, she said they have problems with their logistics. Annona HQ is located at Kedah. From this we know that, the located just only at Kedah and no in other locations. This can make the delivery process to Sabah and Sarawak difficult and also make the customers complain about why the products are not reached to them.

According to Annona's marketing executive, she also said the problem that she faced when they do the business is about miscommunication. When a product that customers require does not reach the customer or the supplier this can make carelessness. But this is very important in attracting customers to buy a desired product. She also said the problem that also occurred was when customers ask for the desired product but it does not reach them, instead other products that arrive. This also gives the effect of causing losses to customers for not getting the desired goods. A problem that also occurs is when the products provided to the supplier are insufficient. She said that when sending a product to a supplier who wanted 20 boxes but only 18 boxes arrived. This situation can make it difficult for the supplier to recalculate the product and this also because of lack of communication.

When the promotion is carried out, Annona company will choose the product they want to promote. She said as an example of a promotion to save RM20 where only certain items will be given a promotion. When this promotion runs, not all items will be given the promotion, just only certain products are given a promotion. This matter is also always a misunderstanding between customers as they think of all the products they want to be given a promotion. It also makes it difficult for them because they have to re-tell what is being promoted, even though they have been told many times that only certain items are given a promotion. This situation makes it difficult for Annona company to do this promotion.

## DISCUSSION

Annona company is one of the established organizations in Malaysia. It was started in 2013 where this company has stood firm for almost 8 years . However, every company will definitely face problems no matter how big their company is or just a small company. Annona company also faces some problems throughout their business. One of them is that they have problems with their logistics. Annona HQ is located at Kedah. As Annona Bird Nest's products are well received in Sabah, they need to send large quantities of products there. They are using ships as their main transportation since they have to send the product from Kedah to Sabah or from Kedah to Sarawak. Hence, they always receive complaints because the product takes time to arrive to the consumers. For example, if the company is out of stock of their products, consumers have to wait two weeks to get a product because the shipment from the factory takes a long time until it arrives.

Based on the problems faced by Annona Bird Nest, we can see that this communication is important in a business that is running. A solution that can be done by Annona Bird Nest is to provide services in the communication because it is considered that the services in the communication are important to facilitate business between customers or suppliers who need services. The work needs to be done by the customer services department and also the services used by the supplier are to provide information to customers about the product, and conduct product matters that need to be given to suppliers. Another solution is to supply the products to the supplier, they need to make a good calculation so the supplier will receive the product adequately. The advantage about the communication is that by doing this communication service, what is carried out can be done properly without carelessness. The disadvantage is that they have to reduce employee salaries because when many employees are likely to cover employee salaries as usual they do not reach the desired level. Based on Subramanian, K, R, (2018) said when a company does not have to explain to its customers why they are the good in their business, we probably lean to it because we feel good about paying the company because the product is great and the customer service is great. Employees have turned their hearts and souls into a good product, service and business that we may conclude.

Another problem that Annona Bird Nest faced is about the promotion they do which gives customers a misunderstanding that not all products are given promotions. We know that not all products are promoted when superiors only give an order, a few products are given a promotion and employees have to follow it. They need to provide details to the customer about the promotion so that there is no misunderstanding about the product that the customer wants. Another solution

for this problem, they must provide promotions that customers can afford. From this promotion, the business profit will increase because it is able to act correctly in doing the promotion. The disadvantage is the workers need to work overtime. As stated by Whaley, K. (2015), the most important purpose of a promotion is to differentiate a company from its competitors. If there was no competition, no business would need to run any promotions. The most significant advantage of promoting today is that it can be done on a variety of online platforms, including blogs, social networking sites, video hosting sites, and so on, to spread the news about the promotion. This makes the business visible on the internet in the way that it should be for their target market. They are already forming a strong image of their company in the eyes of customers by being visible on the internet.

## CONCLUSION

Anonna's achievement demonstrates how far branding and valuable service delivery can go in affecting more than just slapping one's emblem on a billboard. It had cultivated influential personas by turning their retailing idea into a bug and spreading it throughout society through a variety of routes, including culture financing, political debate, consumer awareness, and brand expansion.

Strategy must be analysed and implemented at various levels within the hierarchy in a huge group like Anonna. These worthy levels of approach should be interconnected and mutually beneficial. Annona's company strategy identifies the industries in which she will struggle, rather than focusing on property to convert characteristic capacity into competitive advantage.

As a result, scholars argue that entrepreneurship is critical for a country's economic growth and progress. The creation of a variety of products and services can boost revenue while also expanding work prospects. Innovation is a critical component of economic growth since it allows businesses to develop new products or services while simultaneously lowering losses.

In conclusion, there are a few suggestions that Anonna's company should make. The researchers recommend that the company's owners and employees strive more to bring in regular consumers. A thriving internet business provides an opportunity for companies to expand. Customers can make a quick reservation or view the latest products on the website <https://annona.com.my/>.



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## APPENDICES

### GROUP MEMBERS

	<p><b>INTAN RASYIDAH BINTI MOHD JAMRIN 2020952721</b></p> <p>✓</p>
	<p><b>NUR ATHIRAH IZLEEN BINTI MOHD IZHAB 2020988021</b></p> <p>✓</p>
	<p><b>SAIDATUL NAJIHA BINTI MD TANIN</b></p> <p>✓</p> <p><b>2020957481</b></p>



**HANI FATIHAH BINTI MUSTAPA  
KAMAL**



**2020957527**



**NUR KHAIRIAH FAKHRI BINTI JANI  
MAHMUDY**

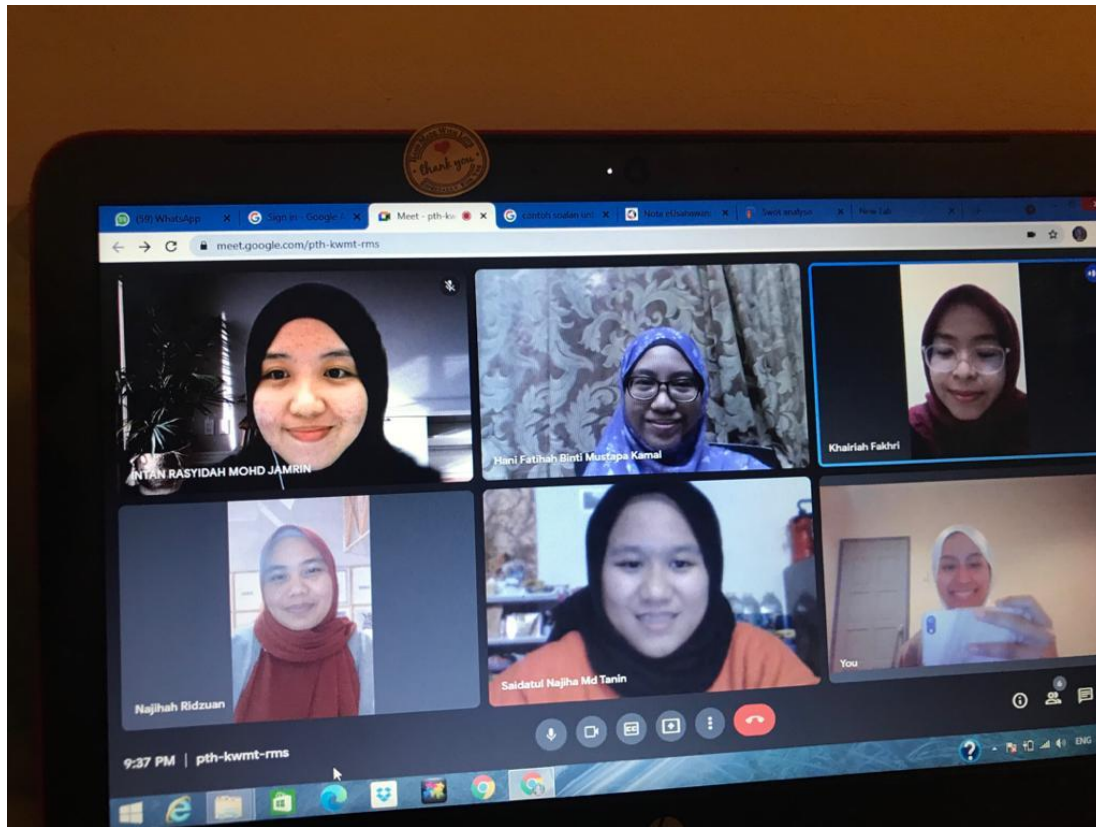


**2020988329**

**PRODUCTS OF ANNONA BIRD'S NEST COMPANY**

	<p><b>ANNONA BIRD'S NEST</b> <b>(BEST SELLER PRODUCT)</b></p>
	<p><b>ANNONA JUICE</b> <b>( FIRST PRODUCT LAUNCHING )</b></p>
	<p><b>ANNONA STRAWBERRY MILKSHAKE</b> <b>(LATEST PRODUCT LAUNCHING)</b></p>

**INTERVIEW SESSION WITH MARKETING EXECUTIVE ANNONA BIRD'S NEST COMPANY  
( KULIM KEDAH HEADQUARTERS)**





**FACULTY OF BUSINESS AND MANAGEMENT**  
**ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : NUR KHAIRIAH FAKHRI BINTI JANI MAHMUDY

Student's ID : 2020988329 Student's I/C No. : 970422-01-6852

Program Code : ENT530 Part : 3 Course Code : HM245

Course Name : CULINARY ARTS

Assignment/  
Project No. : 1 Due Date : \_\_\_\_\_ Submission Date : 25/7/2021

Assignment/  
Project Title : CASE STUDY ( COMPANY ANALYSIS)

Lecturer's Name : DR. NOR ZAWANI MAMAT @ IBRAHIM

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*Khairiah*

---

Date

---

Student's Signature



**FACULTY OF BUSINESS AND MANAGEMENT**  
**ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : HANI FATIHAH BINTI MUSTAPA KAMAL

Student's ID : 2020957527 Student's I/C No. : 990831-08-6796

Program Code : ENT530 Part : 3 Course Code : HM245

Course Name : CULINARY ARTS

Assignment/ Project No. : 1 Due Date : \_\_\_\_\_ Submission Date : 25/7/2021

Assignment/ Project Title : CASE STUDY ( COMPANY ANALYSIS)

Lecturer's Name : DR. NOR ZAWANI MAMAT @ IBRAHIM

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18/7/2021

*hani fatimah*

---

Date

---

Student's Signature





**FACULTY OF BUSINESS AND MANAGEMENT**  
**ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : NUR ATHIRAH IZLEEN BINTI MOHD IZHAB

Student's ID : 2020988021 Student's I/C No. : 980307025808

Program Code : ENT530 Part : 3 Course Code : HM245

Course Name : CULINARY ARTS

Assignment/ Project No. : 1 Due Date : \_\_\_\_\_ Submission Date : 25/7/2021

Assignment/ Project Title : CASE STUDY ( COMPANY ANALYSIS)

Lecturer's Name : DR. NOR ZAWANI MAMAT @ IBRAHIM

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18/7/2021

*athirah izleen*

---

Date

---

Student's Signature



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TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : SAIDATUL NAJIHA BINTI MD TANIN

Student's ID : 2020957481 Student's I/C No. : 980215-12-6054

Program Code : ENT530 Part : 3 Course Code : HM245

Course  
Name : CULINARY ARTS

Assignment/  
Project No. : 1 Due  
Date : Submission  
Date : 25/7/2021

Assignment/  
Project Title : CASE STUDY ( COMPANY ANALYSIS)

Lecturer's Name :  
DR. NOR ZAWANI MAMAT @ IBRAHIM

I hereby declare that the work in this assignment/ project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This assignment/ project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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*Saidatul*

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Date

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Student's Signature

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**FACULTY OF BUSINESS AND MANAGEMENT**  
**ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : INTAN RASYIDAH BINTI MOHD JAMRIN

Student's ID : 2020952721 Student's I/C No. : 981125125802

Program Code : ENT530 Part : 3 Course Code : HM245

Course  
Name : CULINARY ARTS

Assignment/  
Project No. : 1 Due  
Date : \_\_\_\_\_ Submission  
Date : 25/7/2021

Assignment/  
Project Title : CASE STUDY ( COMPANY ANALYSIS)

Lecturer's Name : DR. NOR ZAWANI MAMAT @ IBRAHIM

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