



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PERLIS KAMPUS ARAU**

**DEGREE BUSINESS ADMINISTRATION (HONS) MARKETING
BA240**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**GROUP ASSIGNMENT
CASE STUDY OF JERUK MADU PAK ALI**

**PREPARED FOR:
DR. SHAFIQ BIN SHAHRUDDIN**

PREPARED BY:
NURUL FATINI BINTI AHMAD FAUZI (2021102605)
NOR ARISYA FARHANA BINTI ABDUL AZIZ (2021196097)
AMER HAZIQ BIN MUHAMMAD RIZAL (2021156231)
MOHAMMAD ATIF BIN MOHAMMAD (202110497)

GROUP: RBA2404A

**SUBMISSION DATE:
DECEMBER 11, 2022**

TABLE OF CONTENT

BIL	CONTENT	PAGE
1	Executive Summary	1
2	Introduction	2
3	Company Information	3-9
4	Company Analysis	10-17
5	Findings	18-19
6	Discussions	19-21
7	Recommendations	22
8	Conclusion	23
9	References	i-ii
10	Appendices	iii-iv

1.0 EXECUTIVE SUMMARY

Through entrepreneurial skills and knowledge, ENT530 teaches students how to comprehend customer insight, market demands, and business prospects. This case study on company analysis assignment is one of the course assessments. The purpose of this project is to conduct research on a Small Medium Enterprise with an SSM accreditation. The purpose of this course was to expose students to possible business problems and how to handle them effectively. This study case can provide us with ideas for improving our business as students. This research is also beneficial for students because it teaches them how to brainstorm and think outside the box in order to resolve problems in the future.

The chosen company is Jeruk Madu Pak Ali. It is one of Malaysia's first choice of pickled beverages which originated from mostly fruits. It is formerly started in Penang where it became well-known for their product which is the pickled fruits. We have been studied the business' goals and objectives solely based on its Business Model Canvas and it helps us to gain a better understanding of the company's target customer base, how they drive profit and also how they deliver their unique value proposition.

In addition, we also required to find major business problems that were faced by the company and we need to identify the main causes. Some major problems that we found were lack of promotional marketing activities, plain and unappealing packaging, lack of technology and lack of information to the consumers. Relating to those major problems, we have identified its alternative solutions which are fully utilize social media marketing and content creation, create new and appealing packaging, use advanced technology and provide more information through advertising strategy. Every solution that we came up has their own advantages and disadvantages to the business and we also have recommended the best solution for Jeruk Madu Pak Ali to apply for its company.

2.0 INTRODUCTION

2.1 BACKGROUND OF STUDY

Principles of Entrepreneurship (ENT530) is a required subject for business administration students this semester. Through entrepreneurial skills and knowledge, this course teaches students how to comprehend customer insight, market demands, and business prospects. This includes developing and implementing a business plan, as well as coming up with ideas and networking. This course is designed for students who want to start a business, buy an existing business, or work in start-ups or corporate venture firms. This course, which emphasises "learning by doing," incorporates the fundamentals of the entrepreneurial process, such as value creation, opportunity recognition, creativity, and mobilising people and resources. This case study on company analysis assignment is one of the course assessments. The purpose of this project is to conduct research on a Small Medium Enterprise with an SSM accreditation.

2.2 PURPOSE OF STUDY

In this course, students will conduct course research on any business or company. Students must conduct interviews with any organisation or corporation in order to learn about the problems they face. As a result, students will analyse the problem and devise a solution. By completing this case study, students will gain an understanding of how a firm or company runs and operates their business. In this case, we're looking at Jeruk Pak Ali, a company that provides a variety of pickles. We'll find out about their problems.

Aside from that, the purpose of this course was to expose students to potential business problems and how to handle them effectively. This study case can provide us with ideas for improving our business as students. This research is also useful for students because it teaches them how to brainstorm and think outside the box in order to solve problems in the future. This obviously benefits us because we need to seriously consider how to upgrade and improve our business in terms of operations, sales, and marketing strategy.

As students in this generation, we must always be prepared and possess skills that will allow us to forge our own path. We hope that we can think wisely because we don't know what will happen after we graduate. It prepares us to seek out problem-solving opportunities, empathise with others, and think creatively in a variety of situations. We must also take risks and accept failure as part of the business growth process. As a result, this case study is critical for us to learn more about the skills we will need in the future to be successful entrepreneurs.

3.0 COMPANY INFORMATION

3.1 COMPANY BACKGROUND

Mr. Ali bin Omar, a Penang native better known as Pak Ali, launched his pickles company out of his house in 1985. Sole proprietorship form of business that has been registered under the name of business owner which Mr. Ali Bin Omar. Jeruk Madu Pak Ali operates Perlis, Kedah, Pulau Pinang, Perak, Kelantan, Terengganu, Pahang, Melaka, Selangor, Kuala Lumpur, and Johor. Jeruk Madu Pak Ali's headquarters are in Taman Jawi Indah Jalan Kerian Kedah No 22, Nibong Tebal. Jawi, Penang, 14200, Malaysia Simpang Ampat, Seberang Perai Selatan, Pulau Pinang has been the primary location for the manufacture of pickles. Its address is Kawasan Perindustrian IKS Perda Tasek. There are 65 of employees which majority is the women. They come from the neighbourhood and work in the factory. Pickles come in 28 different kinds, including both wet and dried pickles.

3.2 ORGANIZATIONAL CHART

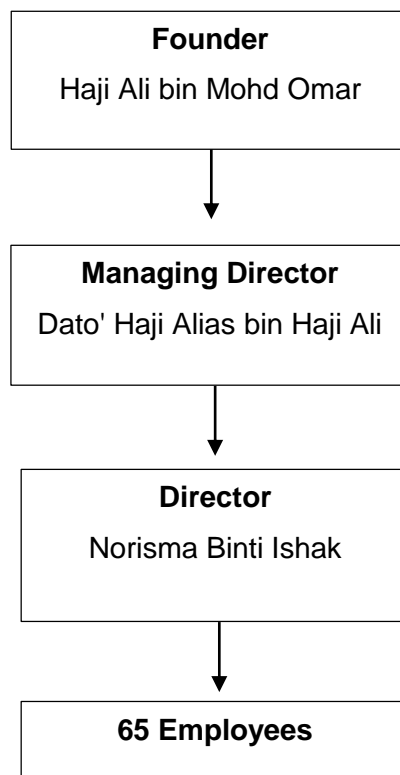


Figure 1: Jeruk Madu Pak Ali's organizational chart.

3.3 PRODUCTS

3.3.1 FRUITY PICKLES



Figure 2: Fruity Pickles

3.3.2 DODOL



Figure 3: Dodol

3.3.3 SERBUK ASAMKO



Figure 4: Serbuk Asamko

3.3.4 FRUIT JUICE



Figure 5: Fruit Juice

3.3.5 ASAM MADU



Figure 6: Asam Madu

3.3.6 ACAR



Figure 7: Acar

3.3.7 KORDIAL



Figure 8: Kordial

3.3.8 INSTANT DRINK



Figure 9: Instant Drink

3.3.9 MINERAL BOTTLE



Figure 10: Mineral Bottle

3.3.10 FRUIT CANDY



Figure 11: Fruit Candy

3.3.11 MEE SANGGUL



Figure 12: Mee Sanggul

3.3.12 BELACAN BAKAR



Figure 13: Belacan Bakar

3.3.13 KISMIS



Figure 14: Kismis

3.3.14 PENERAM



Figure 15: Peneram

3.4 BUSINESS

Jeruk Madu Pak Ali is one of Malaysia's first choice of pickled beverages which originated from mostly fruits. It is originally started in Penang where it started became famous for their product which is the pickled fruits. The business that they provide is the selling of their own original product that gave a bit hit to the customers which suites the taste of most Malaysians and sometime tourists. Aside from that there are also some of their own made gravies that can be used as a cooking substances or additions. Their business are mainly on selling their own pickled beverages and products which serves as a company as they have expanded throughout Malaysia with having more outlets of their own post around Malaysia. Nowadays it is easy to find their product outside of Penang as they have enlarged their business range.

3.5 MARKETING

In terms of Marketing, Jeruk Madu Pak Ali have made their product well known around Penang with the use of advertisements such as billboards. Jeruk Made Pak Ali are normally aired throughout radio, commonly heard in car radios which is mostly recognize by the public. However, the marketing strategy used by Jeruk Madu Pak Ali also utilizes the use of banners and advertising which can be normally found throughout the highways banners on the side of the roads. With that the use of marketing that is done by Jeruk Madu Pak Ali have been done greatly, however there are still some issues regarding it which can be done with greater techniques that can improve their own marketing views from the public. Other than that, Jeruk Madu Pak Ali can also be seen on social media platforms such as Facebook and Instagram besides of their official webpage in Google.

3.6 OPERATIONAL STRATEGY

The operational strategy of Jeruk Madu Pak Ali is their strategic locations, focusing productions, development of their products, selections of technology and process, and the design and positioning of their outlets or vendors. The allocations of their businesses are well put on various corners of Malaysia. They have open lots of outlets to provide more product to be sold that can make it easier for their customers to buy. Other than that, they also are more focused on their products which makes them more efficient on hearing of the feedbacks from their customers as how they can improve their product to invite more customers to buy their products.

4.0 COMPANY ANALYSIS

BUSINESS MODEL CANVAS

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • Fruits Suppliers • Logistic Services • Sales Agents, Wholesalers and Franchisees 	<ul style="list-style-type: none"> • Purchasing the raw materials, ingredients and fruits from suppliers • Products selling • Audit and Accounting • Marketing Activities • Administrative 	<ul style="list-style-type: none"> • Hygienic and HALAL • Variety of flavors and kinds • Affordable prices • Fresh Products • Bulk Products 	<ul style="list-style-type: none"> • Social media • Customer Service • Products Customization 	<ul style="list-style-type: none"> • Adults (Pickle Lovers Age of 20-55) • Teenagers • Lower to higher Income Level
	Key Resources		Channels	
	<ul style="list-style-type: none"> • Skilled workforces • Equipment • Bank Savings • Transportation • Headquarter • Recipe 		<ul style="list-style-type: none"> • Social media • Official Website • Online and Physical Retailers • Wholesalers • Agents 	
Cost Structure		Revenues Streams		
<ul style="list-style-type: none"> • Raw Materials supplies • Workers' wages • Marketing and Advertising cost • Machinery maintenance cost • Utilities and Bills 		<ul style="list-style-type: none"> • Selling Products • Selling in Bulks • Special Events/Catering 		

4.1 KEY PARTNERS

Key partners are the external companies, suppliers or commercial entities that are forming some sort of cooperation where both parties can benefit from the business' key activities. These partnerships are forged in order to reduce risks and acquire resources.

There are three key partners for the chosen company which are fruit suppliers, logistic service providers and sales agents, wholesalers and franchisees. Suppliers are crucial in every aspect of business as it allows the business to function efficiently and also as a contributory in helping the business owner deliver their own product or service. Some benefits that we can get from having good partnerships with the suppliers are getting lower prices, the processes are working efficiently and less price volatility. By upholding a mutually beneficial relationship with them, it can help the business to cut the costs down in the long term. Besides that, once the suppliers and partners are getting to know each other, they can find their ways to rationalize the processes and work together very efficiently. Other than that, safeguarding the supply chain by partnering with suppliers can help decrease the market volatility and the business owner could offer more constant prices to their consumers.

Logistic is a thorough implementation and organization of an operation as it involves the crusade of goods to meet customer needs. A good logistics provider will monitor the whole process and they will be able to prepare to respond effectively to any issues that may arise. They will expand the business in operations and costs' wise. They will definitely be using the best conceivable methods to succeed their clients' fleets. The business owner can solely focus on their main competencies as the logistic service providers will help the business infiltrate into wider markets. By outsourcing the supply chain activities to them, it can show a substantial reduction in costs and the profit earning capacity of the business will improve.

Sales agents are accountable for offering goods and services to potential customers. They must exhibit a solid knowledge of the business's products and services to assist customers with their inquiries and concerns. Sales agents should have great communication skills and wide-ranging knowledge of the sales process to negotiate pricing offers with the customers. Besides that, wholesalers play a key role in the process of providing products to end consumers from manufacturers as they are refining the supply chain efficiency and helping retailers to reach consumers in effective ways. Last but not least, franchisees need to be able to follow the system standards as they have signed the franchise agreement so they need to guard the franchised brand by functioning the franchise with system operating standards firmly and they also have to ensure that all employees are appropriately trained and the franchise is staffed all the times. 11

4.2 KEY ACTIVITIES

Key activities are the most essential tasks a business must carry out in order to accomplish its business purpose as it includes the actions that are authoritative for the success of a business. It is very crucial for the business as it will benefit the customers' portions, sustaining the relationship with consumers and forming a long-term partnership with suppliers.

There are five key activities that are being carried out in the business which are purchasing the raw materials from suppliers, selling products, auditing and accounting, marketing activities and administrative. Inventory indeed plays a vital role in manufacturing concern. In order to purchase raw materials, there are some steps that need to be followed. The first one will be a purchase requisition. Processing department will issue the requisition of raw material to the raw material warehouse or suppliers to make the completion of sale orders. Next, purchase demand. Suppliers will generate the purchase demand to the procurement officer to justify the requirement of the processing department. After receiving the purchase demand, they will generate the purchase order where they will mention quantity, date and others. Lastly, after they receive the material receiving note, they will generate the purchase invoice to credit it to the account.

The next activities will be selling products. The retailers, sales agents, wholesalers and franchisees will do the task as they will be the one networking with the consumers directly regarding selling its products. The sales pitch is very important in this part because it's a continuance of the primary contact of consumers and the key goal is to afford the prospect with as much valuable information as possible and influence consumers into buying.

Auditing and accounting are extremely important and it plays a very dynamic role in business. Audit defines the examination and verification of a business's financial records. It is to ensure that all financial information is signified justly and precisely. Accounting refers to the methodical and comprehensive recording of a financial transaction involving to any business. It helps the management to be able to establish the financial position of the business and with all the accounting activities, the management will be able to know the business performance with the help of the final report.

Other than that, marketing activities are all targeted strategies that help the business attract the customers and sell their products. The reasons why Jeruk Madu Pak Ali is doing the marketing activities are because it helps them to better understand the market. Through the market research, they can regulate the opportunities and threats that they may face in the market. Besides that, it helps them to understand their customers better by evolving better and more personalized products.

Jeruk Madu Pak Ali administers its company in order for the business to attain the goals and also the scope of its objectives. By implementing these administrative tasks, the business gets to comprehend their consumers' needs and offer them better products and services. It also contributes to the improvement of corporate image as they have an optimistic image on the forecast of the business and market chain.

4.3 KEY RESOURCES

Jeruk Madu Pak Ali has 65 skilled workforces to produce the products. The majority of them are housewife, single-mother and widow aged 38 years old and above to produce the products. Some of them are implanted in the cutting section, packaging section and others. Besides that, this company use equipment such as laminate for the package, plastic tank to soak the fruits that has been cut, a big tray to put the fruits on it and others that handled by employees in the production process. Next, most of the capitals are come from the company's income to buy the raw materials, equipment and others and less of loaning for this business. Furthermore, the headquarter is the resource for the company to sell their product and all businesses with agents and customers are happen there before it becomes wide outside of the building. In addition, transportation such as lorry that function to carry all the raw materials to bring it to the factory or for selling purpose is also the resource because with transportation it is hard to business move. Lastly, the business recipe which Mr. Haji Alias, Managing Director of Jeruk Madu Pak Ali's expert knowledge in producing high quality pickles and others product to the customers plus it also the recipe comes from his late father, the founder Mr. Ali bin Omar. The success of the Jeruk Madu Pak Ali's recipe has made the business famous in Malaysia.

4.4 VALUE PROPOSITION

Jeruk Madu Pak Ali has been known since 1985 because of its pickle that produce in 'syariah' regulation which hygienic and HALAL. The hygienic process and HALAL certificate made customers especially who are Muslim self-assured to consume all the products. Next, this business sell a variety of flavours and types of fruits that made customers love because of its varieties to choose plus those are delicious. Besides that, the price is affordable such as RM18 for 1KG of pickle, RM3.00 Serbuk Asam Ko, and others. The fruits are also known of its fresh because it freshly picked from the tree thus soaked in the clean water. Furthermore, Jeruk Madu Pak Ali known of its selling the product in bulk either for wholesalers, retailers and agents. Therefore, that is what made Jeruk Madu Pak Ali valuable for this business.

4.5 CUSTOMER RELATIONSHIPS

The relationships that Jeruk Madu Pak Ali have with their customers will heavily impact the customer experience. To keep a good relationship with its customers the company must clarify what is the type of relationship it wants to establish for every customer segment. Relationships are established within various channels. Relationships can vary from personal to automate from transactional to long-term, and can aim to acquire customers, retain customers, or boost sales. The type of customer relationships that Jeruk Madu Pak Ali establish with their customers is social media. This relationship creates an environment that makes it easier for customers to interact with companies, and it encourages interactions that were previously neglected by customers. Next is customer service. This relationship can help this company discover customer pain points, how to increase customer satisfaction, and what steps they need to take to create an overall better customer experience. Lastly, products customization. This relationship enable customers to personalize a product according to their needs and preferences. Add ons, exclusive functionalities, templates, and flexibility with product design all count as different forms of personalization.

4.6 CUSTOMER SEGMENTS

The mass market is the customer segments that Jeruk Madu Pak Ali used. It is focused on a large group of customers without differentiating the types of customers and aims to satisfy similar customer's needs and problems. Jeruk Madu Pak Ali targets its product to sells to adults (pickle lovers age of 20 until 55), teenagers, lower until higher income level. Not everyone like citrus fruits, but most of the Malaysian community love citrus. In addition, with the presence of Jeruk Madu Pak Ali, it many people love this fruits more. The price is of Jeruk Madu Pak Ali very reasonable, anyone can buy this product. Therefore, low-income people can also buy and taste it.

4.7 CHANNELS

Jeruk Madu Pak Ali have a been well known throughout Malaysia. Even worldwide, Jeruk Madu Pak Ali can be seen to have a reputation itself to other people. This can be achieved by their channels of promoting the products. By that Jeruk Madu Pak Ali have developed a few techniques of channels which is based on online platform such as their own official website where they provide full information about their products that are on the market that is available for their consumers. Other than that, Jeruk Madu Pak Ali also involves in a few marketing where uses the social platform for example, facebook or Instagram where they let the consumers know of their updated products or information to the customers so that the customers can be up to date and to keep in mind that their product have upgraded or have offers to satisfy the customers wants.

Jeruk Madu Pak Ali also hired agents, wholesalers, and online or physical retailers, this can be seen around Malaysia as it is to provide more coverage to their products and to make it easier for their consumers to attain the products. With the use of these channels Jeruk Madu Pak Ali have created a large scaling of logistics for their products to the consumers. All this channels that Jeruk Madu Pak Ali uses are all beneficial to their own product, customer and to their own company where it can bring more profits in the future.

4.8 COST STRUCTURE

4.8.1 RENTAL

Jeruk Madu Pak Ali have distributed about RM800-1000 to each and every rent of their outlets and vendors. By that it is a controlled price of rental cost where Jeruk Madu Pak Ali have maintained since started the business itself. Of all the locations that are appointed to the vendors and outlets, Jeruk Madu Pak Ali have given the higher cost to those which needed the most for example, locations around Kuala Lumpur or Penang which have more benefits on generating profits and are higher in rental cost as it is a city area which the market price for rental are higher than most of other place.

4.8.2 RAW MATERIAL

Raw Materials that are used by the company cost about 5000 – 7500-ringgit Malaysia for each raw materials such as fruits, sauces and other important substances. This budget covers most of the important ingredients such as salt, sugars, artificial coloring, and fruits that will be used to sell to the customers.

4.8.3 MAINTENANCE

The cost of maintaining all the machineries that are used such as the packaging machine and production machine which are crucial to their daily uses. This cost about RM3000 to keep all the machine in check and to keep their productivity in check.

4.8.4 SALARY

The cost for salary per month is about 1500-1800 accordingly to their employee's rank in the business. This can cover up mostly of their employee which are counted as proper salary for those workers. As the rate of the current Malaysian salary are RM1500, Jeruk Madu Pak Ali have prepared a proper salary rate to their employees and in city areas, Jeruk Madu Pak Ali also provide shared house for those who started working with them to let them normalize and to be stable enough to hold on their own for a time being.

4.8.5 PROMOTIONAL MARKETING

The cost of marketing and advertising for the product are given about RM500, as the advertisement are only on radio shows or talks and banners. With this not much budget has been obligated to the advertising and marketing portion.

4.8.6 BILLS

This business does not hold too much on bills other than necessary uses such as water, electricity, and gas. Therefore, the bills are below RM1000 per month for each outlet and their main headquarters.

4.9 REVENUES STREAMS

4.9.1 SELLING PRODUCTS

As a business the main profits generated from the products itself, Jeruk Madu Pak Ali is no different as it prioritizes their products sold to the consumers as their main revenue stream. Throughout the years, Jeruk Madu Pak Ali have survived every obstacle given and still manage to grow their company bigger and more up to date with the world. Even when the Pandemic grew back in 2020 where most businesses must be forced to shut down operation, Jeruk Madu Pak Ali are still strong and able to maintain their business flow and company intact. All these are the results of their products selling revenues which are more than able to hold the business in place.

4.9.2 SELLING IN BULKS

As the business grew, Jeruk Madu Pak Ali have begun selling their products in bulks to those wholesalers and retailers, this is to provide more coverage to those rural places. For example, rural areas which are not able to get their products mostly have retailers or wholesalers which bought the product from Jeruk Madu Pak Ali with the point of reselling the product to the people in those areas.

4.9.3 SPECIAL EVENTS AND CATERING

It is common to see that Jeruk Madu Pak Ali products are nowadays used in certain ceremony such as wedding occasions. The goods given to the participants are mostly provided by Jeruk Madu Pak Ali with the bags' goodie of pickled fruits and sauces which can be taken home and to enjoy it with the whole family. With this the revenue streams bought by events and catering can be considered as extra incomes for the business itself.

5.0 FINDINGS

5.1 LACK OF TECHNOLOGY

According to the minute 4:54 of the YouTube video "Jeruk Madu Pak Ali - Ikon Agro (Agrobank) Astro AWANI," we discovered that the first major problem of this company is lacks technology for the cutting fruit's process. Jeruk Madu Pak Ali uses the labour force to hand cut the fruit to create the miniature appearance of pickles. If the company run out of workers or the brand may face a high demands, the workers may get "burnout" from trying to meet all the requests by cutting all the fruits manually. Inefficient and taking longer to complete, the procedure may also cause the subsequent process to be delayed.

5.2 LACK OF PROMOTIONAL MARKETING ACTIVITIES

Promotional marketing activities are an exercise in communication. It is basically very beneficial to the business because it is a way to differentiate a business from its competitors. But based on the observation on how Jeruk Madu Pak Ali operated its business, they are lacking in promotional activities. They have not updated new advertisements for the business periodically and they also did not come out with brand new ideas on how to better promote their products. It seemed like the business used outdated strategies to endorse their products among customers as it damagingly affected its business' brand image and sales. By looking at their old advertisements, posters and others, it showed that they are very lacking in marketing expertise. The posters are old-fashioned and a little appealing meanwhile the advertisements did not give impact and attract the consumers to purchase their products.

5.3 PLAIN AND UNPEALING PACKAGING

Jeruk Madu Pak Ali's issue is their product packaging. Their product packaging is extremely simple. The colour of the plastic packaging that the company use is the same, despite the fact that they sell different types of pickled. As a result, it may cause confusion and does not appeal to first-timers, particularly those who are unfamiliar with the fruit used. The information on the packaging is also small and difficult to read. Furthermore, the pickles are packaged in plastic. Although convenient, it is difficult to reseal and may result in food waste if the leftovers in the plastic are not properly stored. The use of non-biodegradable plastics has an impact on the environment. Because they must compete with a large number of competitors in the market, their packaging must be changed. They can make their packaging more appealing to customers.

5.4 LOW INFORMATION GIVEN TO CUSTOMERS.

Although Jeruk Madu Pak Ali keep on updating their products to the customers, all the information given are still not enough as their targeted customers are mostly around the age of 20 to 55. With that the youngsters and the senior citizens are not fully aware of their products as much as those targeted customers. Thus, making it a problem to their product's knowledgeable to these consumers. With the limited sources of information given to the customers, the product can be forgotten or be unknown to those who are not familiar to their products.

6.0 DISCUSSIONS

6.1 CUTTER MACHINERY

Solution for manually cut the fruits process is Jeruk Madu Pak Ali should have a cutter machinery. Since fruits are the core of this business, the fastest cutting technology is required in the production. One of its advantage is speeding up production of cutting fruits, especially when the business is experiencing high demand. Additionally, the organisation not need to rely on the workforces' energy, which is limited and may cause issues like "burn-out" or quitting. This technology is also efficient since the settings can be changed to cut-off the fruits according to a predetermined pattern. However, the disadvantage is Jeruk Madu Pak Ali have to apply loan or use their own funds to pay for this technology, which increases the cost and may be a burden to the company.

6.2 FULLY UTILIZING SOCIAL MEDIA MARKETING

There are some solutions that can improve their promotional marketing activities to be better which are by fully utilizing the social media marketing and content creation. Social media advertising has become one of the most widespread types of promotional activities for businesses in every sector. By utilizing these advertising, it will help Jeruk Madu Pak Ali's brand awareness to be more acknowledged by consumers. The business also should create a hashtag or virtual social media event to generate enthusiasm among potential consumers when there are new products that will be released. It is quite similar to content creation as it helps to increase awareness of its brand and acquaint the public with their products by posting on social media, uploading customers' feedback videos and others.

The advantages of promotional marketing activities are ideal for cross-selling and upselling and promotes focused marketing. The reason why marketers have the ability to generate cross-selling and upselling is because they are able to maximize their sales without having to go through a lot of extra work. Besides that, promotional marketing activities indeed

helps companies to promote focused marketing especially on their own products or services. By focusing on certain methods on how to market, the company has to have their unique method that works best for their promotional activities.

The disadvantages of promotional marketing activities are time-consuming and difficult to measure the marketing effort. One big misapprehension that most people have about social media is that it's free but the reality is not. It takes an extensive amount of time to comprehend and study the usage of social media tools. Besides that, gauging the marketing effort by creating content is difficult as the engagement and relations are all over the place and the business could not be so sure about its brand awareness strategies.

6.3 NEW ATTRACTIVE PACKAGING

As a result of the observations, some solutions can be made to help improve the existing packaging as well as the performance of Jeruk Pak Ali Company involved in product packaging. These solutions can be used to increase the sales of Jeruk Pak Ali's products. Because the majority of consumers have a positive perception of the existing packaging method, the company must maintain it. When planning to select packaging, the five main elements of packaging should be studied first in order to produce the best packaging. Each element used should be well applied to the package so that each element's function achieves its goal. Perhaps the company can package their products in other materials such as cans and plastic jars. This is done to provide the user with more variety and differentiation when selecting the company's products. In addition to the materials used, the package design can be changed over a period of time to conform to the current trend. An appealing packaging design can entice customers.

The advantages of new packaging is creates purchase habits product packaging which heavily influenced by design. Different colours, font styles, and shapes elicit different reactions from customers. Companies should pay attention to design details because they influence a customer's purchasing decision. To use colours more effectively in developing purchasing habits, it is best to study and understand colour psychology. Next, marketing made simple product packaging can be used for marketing and advertising purposes. Consumers should be able to identify a product based solely on its packaging. It is also the primary reason why companies place their logos and colours on packaging. The presence of the company logo on packaging aids consumers in remembering and identifying the brand. Along with the benefits of marketing and advertising, first impressions last. If you want to become a household name, you should invest in great packaging.

The disadvantage of new packaging is cost. While packaging can increase customer attention and even add value to a product, it also increases the cost of production and the final retail price. According to Know This Website, packaging can account for up to 40% of the selling price of a product in industries such as cosmetics. New packaging can be costly to develop, increasing the cost of products. In addition, the effect of landfills which packaging accounts for a sizable portion of the waste stream. Some waste can be recycled, but many materials are not recyclable. Post-consumer recycled content is frequently only useful in limited circumstances. Many types of recycled plastic, for example, may not be used in food containers, even if the original plastic came from food containers. Much of the waste generated by packaging is disposed of in a landfill.

6.4 UNIQUE AND INTERESTING ADVERTISING

As the problem which the low information given, the advertising of this company is quite weak compared to the competitor. Therefore, Jeruk Madu Pak Ali need to step up and manage to create a more unique and interesting advertising method to improve their products to the customers acknowledge. With this the information on the products can be well known to the customer and can be more remembered in the consumer's mind. The advertising or information given can be multilingual where can make it easier for all races to understand the deeper meaning of the products.

As the advantages of increasing the products advertising and information tabs. The company can gain more customers as the products they sell are well known and more trusted as they know the product ingredients and safety. In addition, when the consumers think of Jeruk Madu Pak Ali, in the mind of the consumers can relate it to the products where it can then peak interest of the product and can eventually persuade the consumers on the product. This can only be done with the information given on the product are complete and detailed to let the customer trust the company or business on their products.

The disadvantages is as the company provides more information on their own product, it can also provide more alternative for competitors to copy or to create a more interesting results thus making Jeruk Madu Pak Ali needs to be alert of the market status. Next, with the customers know the information on how Jeruk Madu Pak Ali product is made and how it is made it can be said that more people will try to remake the product and sell it in a lower price thus creating a more competitor in the market for Jeruk Madu Pak Ali. This can then make the consumers compare the product between Jeruk Madu Pak Ali and other brands.

7.0 RECOMMENDATIONS

Firstly, we highly recommend that Jeruk Madu Pak Ali's factory is required to have a cutter machine. A business needs good technology to increase production's speed, yet depending on labour force energy to complete tasks like chopping fruit is problematic, especially if the company faces high demands or is affected by some employees' attitudes, like quitting this department. This company may experience a labour shortage; as a result, the cutting process section and the others process section can be delayed, which is a severe issue that may arise in the future for this company. It may increase the company's cost to purchase a cutter machinery however it is better than facing decline thus contributed more loss such as fruits damages.

Secondly, Jeruk Madu Pak Ali should improve the way of packaging. Among them is to use the color of the packaging for different types of fruit. For example, use yellow packaging for mangoes, red packaging for papaya and green packaging for avocado. This can attract the attention of customers to buy it and easy to choose plus can also avoid customer confusion to buy the pickles that they want. Besides that, the shape of packaging such as papaya pickle in the papayas shape packaging and avocado pickle in avocado shape packaging and any related. For mixture fruits of pickle, it can be a big cloudy shape of packaging. For other products like mee sanggul, belacan bakar and serbuk asamko packaging can add on at least 10 small colour Jeruk Madu Pak Ali's logo randomly printed front and back of the packaging so it does not look too plain. Despite it costly a bit, however it improve the packaging look to attract the customer thus improving the brand image of the product. That is how our recommendation to give the brand look more valuable and modern than too old-fashioned style.

8.0 CONCLUSION

To conclude this case study, with all lack of marketing activities or tools, packaging quality, technology development and information given, we have suggested a few ways of how to improve it with the pros and cons of each and every part of the suggestions. For example, with problems regarding the marketing and information, it can be done by increasing the budget and marketing techniques to the public as to introduce to those who still do not know about the product. On the other hand, with technology issues, it can be settled with new and advanced technology which can lead to more productivity. Lastly, as the problem regarding the packaging of the product, same as technology it can also improve the quality with the new biodegradable plastic packaging which can give good impression to the company and have a more proper packaging to the consumers.

REFERENCES

- Advantages and disadvantages of using new technology for businesses - Technological influence on business activity - Eduqas - GCSE Business Revision - Eduqas.* (n.d.). BBC Bitesize. <https://www.bbc.co.uk/bitesize/guides/z4bjjhv/revision/6>
- Athuraliya, A. (2022, September 29). *The Easy Guide to the Business Model Canvas*. Creately Blog. <https://creately.com/blog/diagrams/business-model-canvas-explained/>
- Belyh, A. (2020, September 16). *Key Partners in Business Model Canvas*. Cleverism. <https://www.cleverism.com/key-partners-in-business-model-canvas/>
- Gonzales, C. (2022, October 4). *The Benefits of Working With a Logistic Service Provider*. wyomingproducts.net. <https://www.wyomingproducts.net/the-benefits-of-working-with-a-logistic-service-provider/>
- Jeruk Madu Pak Ali Official Website.* (n.d.). Jeruk Madu Pak Ali. Retrieved December 8, 2022, from <https://www.jerukmadupakali.com/>
- Lovelace, C. (2022, August 5). *Advantages of Great Product Packaging in Consumer Sales*. Bradbury Brand + Design Experts. <https://bradburybrandexperts.com/advantages-of-greatproduct-packaging-in-consumer-sales/>
- Meena, M. (2020, January 14). *Roles and Duties of Logistic Service Providers*. IRC Group. Retrieved December 9, 2022, from <https://ircgroupglobal.com/roles-and-duties-of-logistic-service-providers/>
- Owen, J. (2020, February 20). *10 Disadvantages Of Social Media Marketing & What To Do?* Techjackie. <https://techjackie.com/disadvantages-of-social-media-marketing/>
- Palmer, G. D. (2019, March 2). *The Disadvantages of Packaging*. Sciencing. <https://sciencing.com/disadvantages-packaging-6702467.html>

Pereira, D. (2020, December 4). *Key Activities - Business Model Canvas*. Business Model Analyst.

<https://businessmodelanalyst.com/key-activities-business-model-canvas/?v=75dfaed2dded>

Phelps, H. (2022, July 11). *Why are good suppliers important for your business?* Market Business News.

<https://marketbusinessnews.com/why-are-good-suppliers-important-for-yourbusiness/303621/>

Role of Wholesaler in Supply Chain Management. (2019, March 22). Next.

<https://www.renext.com/post/role-of-wholesaler-in-supply-chain-management>

Victor, V. (2021, December 1). *Raw Material Purchase and Sale Procedure*.

<https://www.linkedin.com/pulse/raw-material-purchase-sale-procedure-vivian-victor>

What Are the Responsibilities of a Franchisee? (2018, December 24). LiveAbout.

<https://www.liveabout.com/the-role-of-the-franchisee-1350415>

What Does A Sales Agent Do. (2020, October 2).

<https://www.zippia.com/sales-agent-jobs/whatdoes-a-sales-agent-do/>

APPENDICES

1. MANAGING DIRECTOR



Figure 16: Mr. Alias bin Ali

2. CUTTING PROCESS



Figure 17: Jeruk Madu Pak Ali's manually cutting section

3. PLAIN AND UNPEELING PACKAGING



Figure 18: Jeruk Madu Pak Ali's boring packaging

4. COMPANY ACHIEVEMENTS

Sijil-Sijil Kelulusan Syarikat



Figure 19: The Jeruk Madu Pak Ali's company achievement.

5. JERUK MADU PAK ALI'S OUTLET



Figure 20: Jeruk Madu Pak Ali's outlet in Penang