



ENT 530

**PRINCIPLE OF ENTREPRENEURSHIP
CASE STUDY: COMPANY ANALYSIS**



NRB FOOD INDUSTRIES ENTERPRISE

NAME OF STUDENT

MATRIX NUMBER

1. AZLYANA BINTI AZLY	2018440756
2. FARAHHANI BINTI ABU TALIB	2018299708
3. FARIESYA NAZWA BINTI ROSHIDI	2018234908
4. MIMI NURSYAFIQQA BINTI ZUKAFLI	2018695466
5. NURUL FATEENAH BINTI AFANDI	2018414078

GROUP:

JBA2493A

PREPARED FOR:

MADAM JANNAH MUNIRAH BINTI MOHD NOOR

DATE:

24th OCTOBER 2019

ACKNOWLEDGEMENT

Assalamualaikum w.b.t

In the name of Allah, the most beneficent and merciful who gave us strength and knowledge to complete this case study. This task is a part of our course of subject Principles of Entrepreneurship (ENT530). This has proved to be a great experience to us.

We would like to express our gratitude to our beautiful lecturer, Madam Jannah Munirah Binti Mohd Noor who gave us this opportunity to fulfill this report of case study. She gave us guide and moral support in different matters regarding case study about company management of NRB Enterprise. She has been very kind and patient while suggesting us the outlines of this case study report. We thank her so much for her overall support.

We also want to thank Encik Raidee bin Baharum, General Manager of NRB Enterprise who gave us cooperation to share data and information about the company which is related to our task of case study during the interview on 15th October 2019. He such a kind and humble person.

We also thankful to everyone who all supported us, for that we have completed our report effectively and moreover on time. They gave us many helpful comments which helped us a lot in preparing this task.

Finally, we apologize all other unnamed who helped us in various ways to have a good report for this task.

Thank you.

1. Azlyana binti Azly
2. Farahhani binti Abu Talib
3. Fariesya Nazwa binti Roshidi
4. Mimi Nursyafiqqa binti Zulkafli
5. Nurul Fateenah binti Afandi

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
BACKGROUND OF STUDY	2
1.0 PROBLEM STATEMENT	3
1.1 Existing Problem	3
1.1.1 Marketing Problem	3
1.2 Present Policy	3
1.2.1 Quality Policy	3
1.3 Close Attention	4
1.3.1 Customer Complaints	4
1.4 Close Attention	5
1.4.1. Current Need	5
1.5 Existing Problem	5
1.5.1 Lifestyle	5
1.5.2 Consumer Income	6
2.0 PURPOSE OF THE CASE STUDY	7
3.0 COMPANY INFORMATION	8
3.1 Background Company	8
3.2 Organizational Structure	10
3.3 Product/ Services	11
3.4 Business, Marketing, Operational Strategy	16
3.4.1 Business Strategy	16
3.4.2 Operation Strategy	16
3.4.3 Marketing Strategy	19
3.5 Financial Achievement	20
4.0 BUSINESS ANALYSIS	21
4.1 Business Model Canvas	21
5.0 FINDINGS & DISCUSSION	22
5.1 Section A: General Company Information	22

EXECUTIVE SUMMARY

Palm Sugar is a sweetener derived from any variety of palm tree. Palm sugar is sometimes qualified by the type of palm, as in coconut palm sugar. While sugars from different palms may have slightly different compositions, all are processed similarly and can be used interchangeably. There is various type of Gula Melaka that the company produced by different kind of users such as paste, syrup, cube and etc.

Gula Melaka is the main ingredient and the company's main product NRB Food Industries Enterprise. NRB which is stand of Noraini Raidee Baharum. This company was founded by Raidee Hj Baharum and the company had started on 2010 and start to distribute the product by the time of 2012. It is located at Lot 28, Jalan EP Serkam Melaka Halal Hub 77300 Melaka.

They created various type of Gula Melaka with human need satisfy. Created the Gula Melaka by their own nutrition of Gula Melaka by the people. NRB Food Industries Enterprise, will always prepare the high quality and freshness ingredient to serve all their customers. They believe that they will continually strive the innovation and improve their Gula Melaka to attract a lot of Gula Melaka lovers in the country.