



UNIVERSITI
TEKNOLOGI
MARA

ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)

CASE STUDY: COMPANY ANALYSIS



NORLIN FROZEN FOOD

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EXECUTIVE SUMMARY

The company of Norlin Frozen Food that used the brand name, Otak – Otak Ledang is located at TRC40, Kg Parit Sialang, Mukim Kundang Teluk Rimba, 84400, Sungai Mati, Tangkak Johor. This company is the one of the largest company that sell frozen food that based on fish in Johor. The purpose of establishing this company is to participate in contributing to Malaysia economy. This business is also to respond to the government's call to create economic growth among the nation. This case studies' purpose is to find the common problem that occurs in the company and find the best solution of the problem in order to give the positive impact to the business.

Besides, through this case study, we also want to gain more knowledge about the methodology of the business such as the management of the operation, the management of the administration, the management of the marketing process and how they arrange or manage their financial. The information that we get is from the true resources which is from the manager of the company, Puan Norliza binti Haman. She gives us more information about the company including how the company operate using the Business Model Canvas (BMC).

1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

| Definition of SME | Title of Journal | Author | Year |
|--|--|--|------|
| SMEs are vital to most economies across the world, especially developing and emerging economies. There are five performances from firm characteristics; finance, informality, regulation and taxes, infrastructure, innovation and technology. | Demystifying small and medium enterprises' (SMEs) performance in emerging and developing economics | Ndeye Ndiaye, Lutfi Abdul Razak, Ruslan Naagayev, Adam Ng | 2018 |
| The definitions sustainability have been vague and the associated terminologies have variety widely. Food labelling uses a wide range of terms to denote sustainable production, such as organic, green, eco-friendly, and environmentally friendly. | Sustainable food production: Insight of Malaysian halal small and medium sized enterprises | Mohd Helmi Ali, Norhidayah Suleiman | 2016 |
| SMEs represent the backbone of economic development of any country. SMEs needs to gain strategic information on its environment because failure to do so might pose a threat to firm's survival. | Assessing the Supply Chain Intelligence Practices of Small Medium Enterprises in Malaysia | Nor Siah Jaharuddin, Zuraina Dato' Mansor, and Samsudin Yaakob | 2016 |