



## COMPANY ANALYSIS NORLIN FROZEN FOODS

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530): CASE STUDY

FACULTY & PROGRAMME : BUSINESS ADMINISTRATION (BA242)  
SEMESTER : 4  
GROUP : JBA 242 4A  
PROJECT TITLE : CASE STUDY ON SMEs  
GROUP MEMBERS :

1) JAMALIA BINTI PARNAU	2017758143
2) JAZZLYNA BINTI AHAMAD JAILANI	2017789003
3) MUHAMMAD 'AFIF ALAUDDIN BIN RIZUAN	2017718473
4) MUHAMMAD ADIB ARSYAD BIN ZAWAWI	2017169743
5) SYERRA SYAFERRA BINTI MUHAMMAD RAZALI	2017978701

LECTURER : MADAM JANNAH MUNIRAH BINTI MOHD NOOR

## TABLE OF CONTENT

.....	1
<b>EXECUTIVE SUMMARY</b> .....	5
<b>BACKGROUND OF STUDY</b> .....	6
<b>2.0 Problem statement</b> .....	15
<b>2.1 Existing problem</b> .....	22
<b>2.1.1 Shortage of working capital</b> .....	22
<b>2.1.2 Human resources management practices</b> .....	22
<b>2.2 Present Policy</b> .....	23
<b>2.2.1 Quality Policy</b> .....	23
<b>2.2.2 Safety and Health Policy</b> .....	23
<b>2.3 CLOSE ATTENTION</b> .....	24
<b>2.3.1 Customer Complaint</b> .....	24
<b>2.4 Current Trend</b> .....	25
<b>2.4.1 Current need</b> .....	25
<b>2.4.2 Current Technology</b> .....	25
<b>1.0 PURPOSE OF THE STUDY</b> .....	27
<b>2.0 COMPANY INFORMATION</b> .....	28
<b>2.1 Company Background</b> .....	28
<b>2.2 Organizational Structure</b> .....	30
<b>2.3 Product and services</b> .....	31
<b>2.4 Business, Marketing, Operational Strategy</b> .....	34
<b>2.4.1 Business strategy</b> .....	34
<b>2.4.2 Operation Strategy</b> .....	35
<b>2.4.3 MARKETING STRATEGY</b> .....	38
<b>2.5 FINANCIAL ACHIEVEMENT</b> .....	40
<b>3.0 BUSINESS ANALYSIS</b> .....	41
<b>3.1 Business Model Canvas</b> .....	41
<b>4.0 FINDINGS &amp; DISCUSSION</b> .....	43
<b>4.1 SECTION A: General Company Information</b> .....	43
<b>4.1.1 Findings Section A: Company Overview</b> .....	43
<b>4.1.2 Discussion Section A: Overview</b> .....	44
<b>4.2 SECTION B: TOP MANAGEMENT LEADERSHIP</b> .....	45
<b>4.2.1 Findings Section B: Top Management Leadership</b> .....	45
<b>4.2.2 Discussion Section B: Top Management Leadership</b> .....	48
<b>4.3 SECTION C: HUMAN RESOURCES</b> .....	50

## EXECUTIVE SUMMARY

Norlin Frozen Foods is also known as Otak-otak Ledang. All their products are otak-otak based ingredient. The company has innovated their product such popia otak-otak, Bebolaotak-otak, Jejari otak-otak and burger patty otak-otak apart from the usual otak-otak. Moreover, all the Otak-otak made from mix of Spanish mackerels' fish and Dorab wolf-herring fish. The company take all the fish from supplier that already been process from Ulu Tiram.

Otak-otak Ledang is the main product for Norlin Frozen Foods and it was an idea from the owner of company itself which is Puan Norlizah Binti Haman, the early establisher of the company. They start operating small with the help from her own daughter. The business location is TRC 40, Kampung Parit Sialang, Mukim Kundang Telok Rimba, 84400 Sungai Mati, Tangkak, Johor.

The idea to start the business from otak-otak came from after the owner. She studied and gain knowledge at Akademi Perikanan Malaysia at Chendering, Kuala Terengganu. She went for 1 week at the Akademi and for the second time for a month to gain more knowledge at Terengganu to operate the business.

Innovate product high demand but the company must hold first to focus on the main product which is Otak-Otak Ledang. The owner wants to maintain the quality of the product besides do a lot of production without maintain the quality. Norlin Frozen Foods always prepare the high quality and freshness ingredient to serve all their customers. They believe that they will strive for innovation and improvement their product to attract more customer in the country and they really want to expand the business overseas for example China.

## BACKGROUND OF STUDY

Definition of SME	Title of Journal	Author	Year
<p>The new definition addresses all sectors such as manufacturing, construction, services, agriculture and mining</p> <p>In the manufacturing sector, the SMEs are those enterprises with number of employees not more than 200 and the sales turnover not more than RM50mn</p> <p>For other sectors including services, SMEs are specified as enterprises with full-time employees not more than 75 and sales turnover not more than RM20mn</p>	A multifaceted framework for adoption of cloud computing in Malaysian SMEs	Arash Asiaei and Nor Zairah Ab. Rahim	4 April 2019

Definition of SME	Title of Journal	Author	Year
The SME Corp Malaysia defines a small business as one that employs between 5 to 75 full-time employees and has sales turnover between RM300,000 to RM15 million for the manufacturing sector; and 5 to 30 full-time employees and has sales turnover between RM300,000 to RM3 million for the services sector	The Impact of Internal Factors on Small Business Success: A Case of Small Enterprises Under The FELDA Scheme	SME Corp 2016	30 JUNE 2017

## 2.0 Problem statement

Problem of SME	Title of Journal	Author	Year
<p>The lack of a clear guideline and acceptable standards</p> <p>SMEs lack of understanding of cloud computing concept has affected their cloud computing adoption rate</p> <p>Lack of expertise and knowledge regarding the imported information systems can result in a failed implementation, which in turn stops these developing countries from using the advanced technologies</p> <p>Lack of confidence in them because of security and availability reasons.</p> <p>Lack of understanding among enterprises, which needs to be addressed through education and marketing events/seminars</p> <p>The lack of knowledge and uncertainty of companies regarding potential security risks</p>	<p>A multifaceted framework for adoption of cloud computing in Malaysian SMEs</p>	<p>Arash Asiaei and Nor Zairah Ab. Rahim</p>	<p>4 April 2019</p>