



الجامعة التكنولوجية  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT530**

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



**JJ MAK PON MUAR**

NUR FARHANA BINTI ABDUL AZIZ	2018226962
NOR AYU BINTI OTHMAN	2018224846
NURUL AIN BINTI ABD RAHMAN	2018402266
NUR NAJAA NAJLAA' BINTI BAKAR	2018227302
NURUL NABIHAH BINTI MOHAMMAD PAUZAN	2018292492

**GROUP:  
JBA2424B**

**PREPARED FOR:  
MADAM JANNAH MUNIRAH BINTI MOHD NOOR**

**DATE:  
24<sup>TH</sup> OCTOBER 2019**

## **ACKNOWLEDGEMENT**

We would like to express our gratitude to many people in making this case study is a success. First, a very great appreciation to Madam Jannah Munirah Binti Mohd Noor in providing guidance and valuable information for us. We also thank University Teknologi Mara (UiTM) Segamat Campus in giving us opportunity to study about entrepreneurship deeper. Apart from that, we would like to thank to JJ Mak Pon Muar by giving us an opportunity to conduct interview session with their company and gives us such a warm welcome. Lastly, we want to praise many people, especially our classmate and the team members itself, have made a valuable comment and suggestions on this task which gave us more inspiration to improve our assignment. Without contribution from all of them, none of this is possible.

## CONTENTS

<b>EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>1.0 INTRODUCTION</b> .....	<b>2</b>
1.1 BACKGROUND OF STUDY .....	2
1.2 SMALL MEDIUM ENTERPRISE DEFINITION .....	3
1.2.1 Definition of SME from SME website .....	3
1.2.2 Definition of SME from journal Policy Issues and Challenges .....	4
1.2.3 Definition of SME from journal Knowledge and Application of Islamic .....	5
1.3 PROBLEM STATEMENT .....	7
1.3.1 Lack of accounting knowledge .....	7
1.3.2 Lack of ICT usage .....	8
1.3.3 Lack of competencies in the business owners and the lack of skills and expertise among the people holding the management position.....	9
1.3.4 Lack of competencies in the business owners and the lack of skills and expertise among the people holding the management position.....	10
1.3.5 Lack of proper record keeping .....	11
1.3.6 Limited financial resources .....	12
1.3.7 Fraud prevention in Malaysian small and medium enterprises.....	13
1.3.8 SME have restricted access to capital, modern technology and marketing information. ....	14
1.4 PURPOSE OF THE CASE STUDY .....	15
<b>2.0 COMPANY INFORMATION</b> .....	<b>16</b>
2.1 Background Company.....	16
2.2 Organizational Structure .....	18
2.3 Product/Services .....	19
2.4 Business, Marketing, Operational Strategy .....	21
2.4.1 Business Strategy.....	21
2.4.2 Operation Strategy .....	22
2.4.3 Marketing Strategy.....	25
2.5 Financial Achievement .....	27

## **EXECUTIVE SUMMARY**

To learn deeper about the business environment, a case study is one of the best ways to do. In our case study, we focused on food industries because it is a continuous and the most opportunity came from this industry itself. Our team members conduct interview in Jalan Jun id, Muar with the entrepreneur under Small Medium Enterprise (SME). Based on the interview, we managed to discover the business problem.

The company that we choose named JJ Mak Pon Muar. The business operates since 2009 starting as a home-based business, now they succeed in expanding the business by having a 3-lot of store. The names itself originated from the name of the owner's mother-in-law. The business had few employees hired to help with the production and management. JJ Mak Pon Muar has a positive improvement although there are many problems to overcome. JJ Mak Pon shows that hard works for 10 years is fruitful and thus they continue in providing the best products to their customers.

JJ Mak Pon Muar is committed in production of food paste. Started with Mee Bandung paste, now they have more than 5 varieties of paste. JJ Mak Pon Muar helps in doing 70% of the cooking preps. With their paste, housewives can save time to cook. As making Mee Bandung requires lots of hard work, JJ Mak Pon's paste really helps in making the complicated dish becomes easier.

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF STUDY**

Small medium enterprise or based known as SME defined as Small and Medium Business. What is Small and Medium Business? It means a simple business that categorized as a business where the employees do not exceed 500 people and not less than 51 people. While small business consists of 1 to 50 employees. The true character of entrepreneurs is characterized by the traits such as the creation of new products and services as well as their business models. Small businesses also replicate what is already in the business right now. Most small business today follow as a model what the big business is doing with just a few minor changes. However, business owners can also be regarded as an entrepreneur because they start business and live in an entrepreneurial atmosphere. They also face the same situation as what an entrepreneur face. Obviously, anyone that owns a business is an entrepreneur.

TQM stands for total quality management. A core definition of total quality management describes a management approach to long term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services and the culture in which they work. To become a good business and entrepreneur they should follow the 8 principles of total quality management which is Customer- focused, Total employee involvement, Process-centred, Integrated system, Strategic and systematic approach, Continual improvement. Fact based decision making and lastly is Communication. Overall total quality management (TQM) is a new management style that can improve the quality and productive of the work. Total Quality Management also can enhance effectiveness of the success of our operations through emphasizing the principles of total quality management and ensuring the excellence of a company.

Lastly is about Business Model Canvas (BMC). BMC is one of the ways to improve the company because it is very easy way to understand. The Business Model Canvas categorizes the processes and internal activities of a business into 9 separate categories, each representing a building block in the creation of the product or services. These categories represent the four major aspects of a business which are customers, offer, infrastructure and financial viability. In BMC has 9 categories among them is Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure.