



اوتنوورسيتي تكنولوجي مارا
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COMPANY ANALYSIS

MASTUKI SUPPLIER TRADING

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GROUP MEMBERS

1. NOR AQILA BINTI KAMAL (2018441314)
2. NORALIA BINTI SAMSUDIN (2018425078)
3. NURSHAFIQA BINTI ABDUL RAZAK (2018262472)
4. YASMIN BINTI ABDUL RAHIM (2018402844)
5. NURNATASHA AMIRAH BINTI HAIRUDDIN
(2018227106)

LECTURER : MADAM JANNAH MUNIRAH BINTI MOHD NOOR

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EXECUTIVE SUMMARY

Mastuki Supplier Trading offers with several of kerepek such as Kcrepek pisang, kerepek ubi pedas and kerepek kladck to their customer. But they company only produce kerepek ubi pedas and other product they get from supplier. They providing this product in the area of entire Malaysia. Mastuki Supplier Trading is located at Parit Lapis Laman, 83500 Parit Sulong, Batu Pahat, and Johor. Mastuki Supplier Trading has been operated since 1991 which it has been experience for 28 years. The management of Mastuki Supplier Trading consists of Gcneral Manager taking hands-on management roles in the company and have 15 workers of production.

Mastuki Supplier Trading have problem with faced difficulties to manage their management as such problem is shortage of manpower, lack of machine, finding suppliers and lack of delivery service. They more focused on producing local produce products and have collaborate with FAMA which it is Federal Agriculture Marketing Authority. As we can see that the financial income of Mastuki Supplier Trading in year of 1991 in the month of June they get RM 2500 above that shows it higher than other months of that year. With this achievement our team will help this company to be more successful and we made some recommendation and improvement for this company which they need to use more advance technology machine to produce the product because it will be more effective and efficiency and it will reduce the unit of defect or damage product and they can easily to target their product per day.

1.0 INTRODUCTION

1.1 Background of the Study

Small Medium Enterprise or known as SME which means Small and Medium Business. What is meant by Small and Medium Business? It means a simple business is categorized as a business where its employees do not exceed 500 people and not less than 51 people. While small businesses consist of 1-50 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 businesses 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 faces. Obviously, anyone who owns a business is an entrepreneur.

TQM stands for total quality management. A core definition of total quality management (TQM) 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-centered, integrated system. Strategic and systematic approach, continual improvement, Fact-based decision making and lastly is communications. Overall total quality management (TQM) is a new management style that can improve the quality and productivity of the work. Total Quality Management also can enhance the effectiveness of the success of our operations through emphasizing the principles of total quality management and ensuring the excellence of a company.