



ENT 530
PRINCIPLES OF ENTREPRENEURSHIP
CASE STUDY: COMPANY ANALYSIS



KayKama Enterprise

NUR ASYIQIN BINTI SHARUDIN	2018440856
NAJWA IZZATI BINTI MOHD ZAHID	2018695936
NUR FARAHUDA BINTI RAMLAN	2018297942
HANY MARISSA BINTI BADRUL SHAM	2018234504
NADIAH BINTI MOHD SALIKHIN	2018225974

GROUP:

JBA2493B

PREPARED FOR:

MADAM JANNAH MUNIRAH BINTI MOHD NOOR

DATE:

24 OCTOBER 2019

ACKNOWLEDGEMENT

All praise to Allah the Almighty, for giving us chances to do this case study. First of all, in performing our assignment, we receive a lot of help and guideline from some respected persons, who deserve our greatest gratitude. We would like to show our gratitude to Madam Jannah Munirah Binti Mohd Noor, our Principles of Entrepreneurship lecturer, for giving us a good guideline for assignment throughout numerous consultations.

In addition, we would also like to expand our deepest gratitude to Puan Nor Kamariah, the owner of Kay Kama Enterprise because of her cooperation and kindness in entertaining us during our visit to her company.

And we also thanks to many people, especially our classmates and team members itself, have made valuable comment suggestions on this case study which gave us an inspiration to improve our case study.

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EXECUTIVE SUMMARY

Instant noodle has been one of the most popular food in Malaysia especially among university students. Instant noodle is made up of wheat flour, palm oil, and salt. It is usually being sell in a dried noodle block, with flavouring powder that is usually in a separate packet.

Instant noodle was born in Japan, and later was introduced in Asia, and then spread to certain part in Europe and United States. Instant noodle becomes a number one favourite food because it is easy to make and saves time especially among university students. And its price is also quite affordable that make people tend to buy them more.

By using wheat flour as their main ingredient, KayKama Enterprise offered an instant noodles without preservatives as their main products. KayKama Enterprise was founded by Puan Nor Kamariah. The company was established in 2013 and was operated at No 4, Parit Haji Othman (163.71 km) 84000, Muar, Johor.

KayKama Enterprise main's product is instant noodle without preservatives and they targeted university students as their target market because they believe that every students need a healthy and nutritious food. They also believe that a good food product is something that is not harmful to the consumers and give good benefits to the customers. Their instant noodle is made from wheat flour as their main ingredient and their flavouring powder is 100% homemade without containing any monosodium glutamate (MSG).

KayKama Enterprise always emphasize on producing and develop a nutritious and healthy food products for their customers. By offering an affordable prices, they believe that their products is suitable for all generation of age as they didn't contain any harmful and unhealthy substances in the product.

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Definition	Title of journal	Author	Year Volume ISBN
Defined in Malaysia based on the industry categories and number of full-time employees or the annual sales turnover	Assessment of Leadership Effectiveness Dimensions in Small & Medium Enterprises (SMEs)	Mitra Madanchian, Hamed Taherdoost	2019
Defined as manufacturing enterprises or companies providing services related to manufacturing with sales turnover not exceeding RM 50 million and employs full-time workers not exceeding 200 people	Innovation and Competitive Advantage: Moderating Effects of Firm Age in Foods Manufacturing SMEs in Malaysia	Nurul Nadia Abd Aziz Sarminah Samad	2016 Volume 35
In manufacturing, sales turnover of small enterprise is from RM 300.000 to less than RM 15 million OR fulltime employees from 5 to less than 75. While sales turnover for small enterprise is from RM 15 million to not exceeding RM 59 million OR fulltime employees from 75 to not exceeding 200. In services and other sectors, sales turnover of small enterprises is from RM 300.000 to less than RM 3 million OR full-time employees from 5 to less than 30. While sales turnover for medium enterprises is from RM 3 million to not exceeding RM 20 million OR full-time employees from 30 to not exceeding 75.	Malaysian SMES Development: Future and Challenges on Going Green	Haslinda Musa Muruga Chinniah	2016 Volume 224 254-262