



ENT 530
PRINCIPLE OF ENTREPRENEURSHIP



COMPANY ANALYSIS
NBA LEDANG FOODSTUFF
(CASE STUDY ENT 530)

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EXECUTIVE SUMMARY

The objective of the case study is to investigate the problems faced by the Small medium Enterprise (SME) business in Malaysia, and recommend a solution to the problem based on analysis and theory. In this case study, we take NBA Ledang Foodstuff (NBA) as our guide to identify problem and solve the problem faced by the business.

NBA Ledang Foodstuff is a local Malaysian business known for their "Kerepek" food products. NBA Ledang Foodstuff through its brand name "NBA", has been producing many types of Kerepek such as banana chips and sweet potato chips. It is located in Sungai Mati, Tangka Johor. NBA Ledang Foodstuff is a sole proprietorship owned by Mr Nordin Asha'ari & assisted by Mrs Zaini Hassan commenced the business since 2005. NBA Ledang Foodstuff has nearly 7 staff consists of their family and workers. They segregate their duties to keep the business running on both strategic and operational level.

This report was commission to examine the focal problem faced by NBA Ledang Foodstuff which are high cost of administrative and transportation of supply, lack of digital marketings and promotions and also lack of recognition of professional certificates in order to gain trust of its customer and supplier. The contents of this report were carefully design to address NBA Ledang Foodstuff's recent difficulties. Without addressing these concerns, NBA Ledang Foodstuff will be in severe trouble and the business will not be able to regain as a business leader.

In order to solve this problem it is recommended that NBA Ledang Foodstuff to plan and undergo a change in strategy, structure and culture of its work. Specifically, it is really recommended that NBA Ledang Foodstuff pursue a strategy that can reduce the cost of transportation of supply. Other than that, find solutions about its digital marketing and promotions to reach more customer and also possible suppliers. The business also needs to invest its business in legal professional certificates so that they can increase the confident of their products sold to the customer in rightly mannered. Therefore, it creates a better working environment for the business as working in professionally in its fields.

1.0 INTRODUCTION

1.1. Background of the Study

Definition	Title of journal	Author	Year
Definition of SMEs, in Manufacturing is sales turnover from RM 300,000 to less than RM15 million or fulltime employees from 5 to less than 75. In services & other is sectors sales turnover from RM300,000 to less than RM3 million or fulltime employees from 5 to less than 30.	Future and challenges on going green.	Muruga Chinniah	11-15 August 2015

A company is an organization which produces and sells goods or provides services which the aim is naturally to make profit. Small business will be registered under Malaysia Small Medium-sized Enterprise (SMEs). SMEs are the largest business establishment in Malaysia and contribute to raising the living standards of society by stimulating the economy activity, the diversity of product offered to consumer and creating new business industry.

In small business, owners and employee alike suffer when an organization does not function optimally. Business owners must have clear goals they wish to meet to keep the business alive and those specifics goal must also clearly communicate to the workers. Small business owner function as leader for their employees and a leader must provide guidance and plans for their subordinates to follow. The lack of strategic planning like mission statement, financial planning, targeting customers and marketing plan will contribute to failure in productivity and hinder the business development. Hence, we studied a small business known as NBA Ledang Foodstuff that registered under SMEs which prepared and serve processed food for its customers in order to know the detail how the business work to achieve their targets.