



ENT 530 - PART 4/2019

PRINCIPLES OF ENTREPRENEURSHIP

ZALIZA FOOD INDUSTRIES

NAME OF STUDENT:

MATRIX NUMBER:

1) ANIS NABIHAH BINTI BAHARUDIN	2017922045
2) NURULASIKIN BINTI AMAT HARUN	2017126251
3) NORATIQAII BINTI AZMI	2017560729
4) NURUL FATIN SYAHIRAH BINTI MOHD SAUFIE	2017377277
5) NUR AQLILY BINTI SHAMSUDIN	2017577483

GROUP CLASS:

JBA2424A

PREPARED FOR:

MADAM JANNAH MUNIRAH BIN'TI MOHD NOOR

UITM JOHOR, CAMPUS SEGAMAT

Table of Contents

EXECUTIVE SUMMARY 1-8
1.0 PURPOSE OF STUDY 9-19
2.0 COMPANY INFORMATION 20-29
3.0 BUSINESS ANALYSIS 30
4.0 FINDING AND DISCUSSION 31-46
5.0 CONCLUSION 47-59
6.0 RECOMMENDATION AND IMPROVEMENT 60-64
REFERENCES

EXECUTIVE SUMMARY

Soybean is edible bean growth in East Asia which has numerous uses. Soy also act as a condiment and a protein rich food. The soybeans grow in distinct morphological stages as they develop from seeds into fully mature plant which is germination, maturation, flowering, seed resilience and nitrogen-fixing ability.

In the past, soybean is used for preserving good quality soil and soybean meal was the preferred source of protein at an affordable cost. Other than that, most soy protein is a relatively heat-stable storage protein. This heat stability enables soy food products requiring high temperature cooking, such as tofu, soy milk and textured vegetable protein (soy flour) to be made.

Zaliza Food Industries was established by Mr. Razali Bin Mohd Yunus on 1998. This where at first the company's main product was soybean only in which he is making soybean beverages and tau fuu fah (frost soy). He started from the bottom in which he started from small and operated with Puan Azah in early 2000's behind his house. Based on what he focuses on are processing the soy until it becoming beverages and he sell it at night market. Now they got 2 branches factory in Malacca. Firstly, at Jalan Perigi Hang Tuah, Duyong and second would be at Telok Mas.

Other than that, they created a few other kind of beverages which is Natural Soy Bean Drinking, Corn Soy Bean Drinking, Rice Brown Soy Bean Drinking, Bandung Soy Bean Drinking, Tamarind Drinking, Asam Boi Drinking and Soda Bicarbonate Drinking. With all these beverages it makes them stay concrete due to demand of a lot customers by many range of ages.

Based on how they maintained the quality of product is they did not put any preservatives inside their drinks product. They know that the customers would not like the preservatives inside their drinks so this is the way how the company maintain their relationship with customers. As an additional information, in order for them to be known by global market they already make an initiative by planning to penetrating their drinks at China, Dubai and Bangladesh.

DEFINITIONS OF SME:

DEFINITION	TITLE OF JOURNAL	AUTHOR	YEAR
Definitions of what constitutes an SME in East and South Asia vary quite widely from country to country and even within single countries, depending on the business sector concerned, such as agriculture, natural resources, manufacturing, services, and retailing.	Financing small and medium enterprises in Asia and the Pacific	ESCAP	2009
MALAYSIA: Manufacturing (including agro based industries and manufacturing related services), employment or annual sales turnover.	Financing small and medium enterprises in Asia and the Pacific	Agency for SME Development	2011
SME is short-hand for small medium enterprise so small organization, small business and small company were used in the search also.	Lean implementation in small and medium enterprises: Literature review	Abdullah Alkhoraiif Hamad Rashid Patrick McLaughlin	2019

<p>According to the European Commission, SMEs may be defined as the enterprises which employ less than 250 employees and have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.</p>	<p>A critical review of smart manufacturing & Industry 4.0 maturity models: Implications for small and medium-sized enterprises (SMEs)</p>	<p>Sameer Mittala Muztoba Ahmad Khana David Romerob Thorsten Wuesta</p>	<p>2018</p>
<p>In Australia, definition of SMEs is up to 200 employees. In Canada, definition of SMEs is up to 199 employees. In China, definition of SMEs is up to 999 employees. In EU & UK, definition of SMEs is up to 250 employees. In USA, definition of SMEs is up to 499 employees.</p>	<p>Lean implementation in small and medium enterprises: Literature review</p>	<p>Abdullah Aikhoraif Hamad Rashid Patrick McLaughlin</p>	<p>2019</p>
<p>New definition of SMEs in Malaysia by size of operation. Category: Manufacturing Microenterprises: Sales turnover of less than RM300,000 OR less than 5 full-time employees.</p>	<p>Malaysian SMEs Development: Future and Challenges on Going Green</p>	<p>Haslinda Musa Muruga Chinniah</p>	<p>2016</p>