4.0 CASE STUDY

4.1 Background of enterprise

For case study, Fazz Enterprise (M) Sdn. Bhd is one of example in case study to get the data where Fazz Enterprise (M) Sdn. Bhd established by En. Haji Mahmudin Bin Abas located at Lot 1454, Jalan Cempedak, Off Jalan Besar Sungai Lang, Kanchong Darat, 42700 Banting, Selangor at 24th February 1983 as manufacturers of food processing. Below are organization chart for fazz enterprise:

Figure 4.0: Organization chart for fazz enterprise
The operation of this factory initially operating in a small workshop behind the house with the accommodation process in small-scale products based on cassava, banana, and sweet potato only. The products produced by Fazz Enterprise (M) Sdn. Bhd like “ubi masin, ubi perisa (BBQ / Balado / kari / tomato), ubi pedas, ubi manis, ubi tawar lemak, jejari ubi, jejari ubi (balado), pisang tanduk masin, pisang tanduk pedas, opak syiling balado, keledek (ungu), keropok kacang dal, keropok kacang hijau, keropok kentang, emping malinja, pisang tanduk (panjang), pisang abu biasa and ubi kukus”.

After the products received in the market, this business seriously with expand further processing and make additions to the types of products such as breadfruit and taro. To meet the demand and production costs increasing En. Mahmudin has been looking initiatives in addressing the problem by making sketches and produce cutting machine and a new fried. When the profits and marketing skills of the growing company has been added, the new investment such as arm of oil palm plantations and the establishment of central marketing for others different types snack products.

4.2 Marketing

This product not only focuses on the domestic market in 1995 to 2001 because these products are successfully penetrating foreign markets such as Germany, United Kingdom, Singapore and Australia. Because of the crude supply and demanding form the higher domestic market has led to marketing abroad had ceased. In 2000, the exhibition has built a shop on the site for different purposes in the domestic market under the brand” KEREPEK HOUSE “. Now the market of products has covering almost the whole of Malaysia, especially in the Klang Valley, Penang and Kuala Lumpur. To ensure that products have distributed, the company has
purchased two units three-ton trucks for delivery to places around the peninsular Malaysia.

4.3 Cultivation of raw materials

![Image of cultivation of raw materials]

**Figure 4.1: The cultivation of raw materials**

Almost the entire supply of raw materials available in the nearby area our location. Cultivation system of raw materials has made in contracts between farmers and companies. Totally the cultivation area that covers up to 80 acres with 90 percent of farmers where are still contracts, while the remaining eight percents is a result of the own companies farm and two percents are from small-scale farmers. The rounded of cultivation covers in nine months where one acre of the land can produce raw materials for the average in 9.5 tones of cassava and banana, while the horn is 3 to 3.5 tones. The normal average of this enterprise processed by 1.5 to 3 tons per day and the festival season are able to process up to reach 4 tons a day. However, this data is dependent on the diversity of raw materials processed at any in one time.
4.4 Manufacturing

Figure 4.2: The place of manufacturing process

Fazz enterprise is factory equipped with manual and semi automatic machines. Below the following list and the number of machines, include the kitchen frying (manually) five units, fruit Machines (manual) three units, fruit Conveyer (semi auto) one unit, fruit dryer one unit, fruit machine Hair Mixer one unit, Machine Packaging Machine (semi auto) two units, fruit Packaging Machine (manually) three units.

The average assumption for fuel of the kitchen frying use of diesel by three tons of raw materials in one day is 370 litters of diesel. The number of employees is thirty-three people who are about twenty in the production, management and three in ten people are the packaging and sales. In the festive season, especially during the Hari Raya Aidilfitri, the number of employees increased up to fourths five people. This is due to increase one more time shift where the entire operation time increases up to six teen hours compared with only eight hours in normal days.
4.5 Sales and Marketing

The store is located near the main exhibition processing using brand “KEREPEK HOUSE” where this place is special for packaging and sales / marketing only. The types of products under “KEREPEK HOUSE” brand are dividing into two parts, namely its own products and other products by others SME enterprise. The own products include banana, cassava, sweet potato, taro and Breadfruit.

While others SME are supplying the other products where basic materials such as ash following banana, garlic chips, a wide variety of biscuits and so on. Until now the diversity of products here sold can reached up to 90 types of products include products already completed (fried) and raw (not fried). Store franchise exhibition is located in Penang, where the function stores only for marketing and distribution only for local products under the brand “KEREPEK HOUSE”.