STRATEGIC APPROACH IN COMPETITIVE AND SALES WORKFLOW ANALYSIS – A CASE STUDY FOR NEURAL

FARAH WAHIDA AHMAD ZULKIFLE

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(Hons) Marketing

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FACULTY BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

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I, Farah Wahida Ahmad Zulkifle , (I/C: 821120-14-5510) Hereby, declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledgement.

Signature: _____ Date: 5/5/2006

LETTER OF SUBMISSION

28 April 2006

Koordinator Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
58000 Alor Gajah
MELAKA

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "STRATEGIC APPROACH IN COMPETITIVE AND SALES WORKFLOW ANALYSIS – A CASE STUDY FOR NEURAL" to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank You

Yours sincerely

FARAH WAHIDA AHMAD ZULKIFLE
2003338809
Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The primary objective for the research done on Neural Biometrics Fingerprint Technology is to evaluate the effectiveness of business workflow, the performance and competitiveness of other competitors within the same industry. The study is to suggest strategies based on study evaluation to improve the company overall performance, so that they can provide a better service to their customers.

This study used a descriptive method whereby the present business flow was first analyzed. Competitors' Profile Matrix and SWOT analyses were done followed by a survey focused on Neural current customers. Most of their customers seems to be satisfied with services provided by Neural. The sales workflow process is able to provide a good and effective service to their customer thus reflecting a good management system. However, this alone is not enough to stay abreast of their competitors. So, a few strategies had been devised to anticipate expansion internationally, focusing on product quality, customer service, management and packaging system. They should broaden their target groups and make their product affordable and attractive by engaging expertise in the specified trade.