



اَوْنُوْرَسِيْتِيْ بِاْتِيْكُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

A CASE STUDY ON YELLO SKINCARE BRAND  
UNDER MEGLINAGROUP SDN BHD

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## **EXECUTIVE SUMMARY**

Skincare, which fall into cosmetic category refers to any kind of products used on the skin, either be cleansing, moisturising, massaging, and so on. One of the usages of using skincare is to maintain body health and protecting human from harmful environment.

MeglinaGroup Sdn Bhd is a company in Shah Alam which produce a skincare brand named “Yello Skincare”. The company was chosen to be investigated in this study. The purpose of this case study is to analyse the issues within the company with SWOT analysis and to determine if the solutions implemented are suitable to help the company exploits the market.

After SWOT had been analysed, it is safe to say that company has good formulation products, professional executives, and huge e-commerce platform. However, they still have underlying issues that needs to be addressed. The company is producing small scales of product although the demands is huge, financial issues, and unpractical packaging. To cattle all the problem, company need to find investor and securing investments.