



اَوْنَبُوْرَسِيْتِي تِيكُونُو لُوْكَوِي بِمَارَا
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MARA



COMPANY ANALYSIS

ZINON FOOD INDUSTRY SDN BHD

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EXECUTIVE SUMMARY

The aim of this report is to identify the best strategy to be pursued by Zinon Food Industry Sdn Bhd. Therefore, in this report, we will focus on two (2) main areas. The first area is company information. Company information consists of background of the company that is tell us how the company started and how they make sure to maintain their business, then it is also include the organizational structure of the company. The company organizational chart that introduce who is the director and the person who responsible to conduct the market. Next, we explain about their products or services that they have produce to attract customers. We also explain about their technology, business, marketing, operational strategies and financial achievement. Next, we will focus also on company analysis. In this part, the SWOT were used in order to analyse the product or services of the company to understand more on how the company works. Through the analysis, there are some problems that could be identified in the company. These problems were studied, and some solutions and improvement were proposed to achieve a better-quality product that being known by customers from all around the globe.