



# **COMPANY ANALYSIS OF SERI KEROPOK LEKOR**

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## EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situations. As a student in UiTM Kota Bharu, it is a part of study for everyone to undergo a case study project. So, for this purpose, I got the opportunity to research a company that can be categorized as Small Medium Enterprise (SME).

Seri Keropok Lekor Company is the company that selling the variety types of the frozen *keropok*, *keropok keping* and *keropok segera*. Seri Keropok Lekor produces the frozen *keropok lekor*, frozen *keropok losong*, *keropok segera*, and *keropok keping*. *Keropok keping* were ordered from another wholesaler in Kelantan whereas frozen products are produces by the company itself.

The vision of this company is to gain the higher rate of customer purchase decisions in order to increase company sales of return. The target customers for this company includes the wholesaler and citizen to walk-in to their premise. As other businesses, Seri Keropok Lekor also has their own strength, opportunity, weakness and threats. From the information that has been accumulated by researching company information, a few company`s SWOT aspects that can be improved over time. For instance, the company's facilities are outdated, manufacturing activities and poor marketing strategies.

The Business main competitor is the company that also sells the same products but their company is more well-known and has good marketing in order to attract the customer. Other than that, the location is also not strategic to Seri Keropok Lekor to gain the customers since their premise is not located in the city and not in a crowded area.

In a nutshell, the analysis of this company can improve the sales of Seri Keropok Lekor to make this company well-known throughout the nation and to produce more products from this company. In order to achieve the goals of the Seri Keropok Lekor Company must have good marketing which is good packaging to attract the customers and wholesaler to buy the products by their company.