

UNIVERSITI TEKNOLOGI MARA

**STRATEGIC BUSINESS IMPROVEMENT PLAN:
THE CASE OF TERATAK COKLAT**

ROSLI BIN OTHMAN

MOHD ZAIDY BIN OMAR

MOHD SURI BIN SHAFIE

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

1.	Name of Student	:	Rosli bin Othman
	Student I.D. No	:	2013486138
	Signature of Student	:	

2.	Name of Student	:	Mohd Suri bin Shafie
	Student I.D. No	:	2013458772
	Signature of Student	:	

3.	Name of Student	:	Mohd Zaidy Bin Omar
	Student I.D. No	:	2013833144
	Signature of Student	:	

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ABSTRACT

Food processing industry has become developed rapidly since the era of industrial development of the country. In terms of the business potential to becoming as very strategic business industry, this food industry is dominated by small and medium scale firm. Teratak Coklat Company does not lag behind. The organization is required to identify the way, the most effective strategy to provide the maximum degree of improvement and attain high profit levels and to go as the best Halal food producer. Therefore, a study needs to be conducted and established to identify problems faced by Teratak Coklat by using data from websites and Teratak Coklat. The instrument used to collect primary data is interviewed. The interview questions were used to collect information from the staff and management of the Teratak Coklat to conduct analysis using Porter's Five Forces, SWOT Analysis, TOWS analysis and ANSOFF matrix analysis. The researcher had also obtained some data from Teratak Coklat company profile and sales ledger. For external secondary data, the data were collected from relevant website. Financial tools were used to determine strategies for the company to enhance its competitive advantage in the food industry. To understand the firm financial results and trends, financial ratios analysis is used such as profitability ratio.

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