

MBA 795 – Applied Business Project

*“A Study on Marketing Of A New Product For Loyal Waste Waters Sdn Bhd :
Road Barriers*

APPLIED BUSINESS PROJECT

A Study On Marketing A New Product For Loyal Waste Waters Sdn Bhd : Road Barriers

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Wassalam.

Thank you

The Mission's Group

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ABSTRACT

When equipment and workers are idling during low demand any company need to produce by product in order to justify operating the equipment and make full use of labour forces. A proposal was done to produce road barrier during the low production period of water tanks. Surveys were carried out to study on existing road barrier market condition. From the data collected it was discovered that the products (road barrier) are marketed through limited marketing channels.

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CHAPTER 1:

INTRODUCTION

1.1 Objectives Of The Case Study

During the production of polyethylene water tanks, there are times where the machines are not in full production due to lower demands. As such, the company needs to find new byproducts in order to fully utilize the machineries and existing workers. It is proposed by the company management that the byproduct to be produced are road barriers as the production process and raw materials area similar to the production of water tanks.

The main objective of this case study is to assists Loyal Waste Water Engineering Sdn Bhd (later referred as LWWE) in manufacturing and penetrating the market of road barriers. The secondary objectives of this applied business project are :

FIGURE 1.1: Objectives of Study

