



PAWADA FOOD INDUSTRIES:

**'TO STUDY THE POTENTIAL OF PAWADA'S BRAND IN
MARKET'**

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ABSTRACT

Pawada food Industry has involved in food manufacturing for a decade. With the high skill manpower and fully equipped, Pawada has to compete with the present outstanding food manufacturer with outstanding brand such as MAGGI, ADABI, KIMBALL and so on. This study carries the objective to see the overall performance of Pawada and its customers as well. The objectives are to determine the level of consumer's awareness of Pawada brand as well to identify the consumer preferences and consumer's perception on Pawada brand and to come out with reliable recommendation to increase Pawada Food Industry Sdn. Bhd. market share and competitiveness in the market.

The research involved both male and female respondents, which represent the user and non-user. The idea is to get different view from the respondents, the views of male and female, user and non-user. The respondents are chosen randomly in order to get the fair answer from different respondents. The respondents, which was selected from different races in the city of Kuching; Malay Chinese, India and other races (native people). The research is conducted by distributing questionnaires form to the respondents. Other method is by conducting interviews with the respondents as well as observation. Beside that the information gathered from secondary data.

After finishing the research, several finding and result has been made. The wholly result seems to be encouraging. Majority of the respondents gave good perception about Pawada. The brand as well as the product is accepted, consumers are willing to use the brand, and the only the problem is they are not too aware of its existence. As a

1. INTRODUCTION

PAWADA Food Industries (PFI) is wholly owned Bumiputra Company. We could be proud to what it has. It has four products received recognition and awarded by SIRIM for their Excellence in quality.

There fore in order to compete and to face globalization, PAWADA must have the strength, and the important thing is to increase and to make its brand popular. Brand functions as an identity of the products and to make it different from other similar product. That is why brand is important in positioning product. The good positioning can influence consumers' preference and loyalty. Hence, branding functions is very important in the market.

Today, they have many manufacturing factories involved in preparing food and drink or we can category them as resource-based manufactured food industries. Them make different brands and the task of manufacturing is to increase the awareness on their brands. This involve for marketing strategies to promote the brand in the market. Nestle is one example company successful that involves in food and beverage brand manufacturing industry.

To achieve the company objectives, Pawada must concentrate to analysis the current situation to grade the opportunities, which can help them to increase sales, profit and market share.

2. LITERATURE REVIEW

2.1 BACKGROUND OF THE COMPANY

Pawada was incorporated on 18 July 1991, a wholly owned Bumiputra company, ever since has involved in food manufacturing for over than a decade. With their high skilled manpower with support from high technology machinery, fully equipped, Pawada has now emerged as one of the successful local food manufacturer in Sarawak. Turn up with a brand named 'PAWADA' which was taken after the company name itself, the quality of its products able it to compete with other food manufacturers. The word 'PAWADA' represent them, nowadays Pawada has penetrate local market successfully as well as international market. The brand bears on source bottle, packages and the litre.

Pawada has proved their ability to compete with other food manufacturer. MAGGI, ADABI, KIMBALL etc. – these brands were already existed in the market long time before Pawada. How can they maintain in such a long period of time? We quote several experts, in their book they have mentioned the important role-played by brand. To Paul Hague and Peter Jackson, brand embodies value such as quality, value for money, consistency and performance.

Thus, it is important to a manufacturer to create and to design the identity of their product properly as they are not only embodies the images of the company but also brand can influence consumers' mind to purchase the item. Pawada management has ensured that the word 'PAWADA' is acceptable by consumers because it is easy to say, easy to remember and recognize.