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FACULTY OF INFORMATION MANAGEMENT

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**BACHELOR OF INFORMATION SCIENCE (HONS.) INFORMATION
SYSTEM MANAGEMENT (IM245)**

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**IMR664:
ELECTRONIC RECORDKEEPING**

**GROUP ASSIGNMENT:
ELKEN SDN BHD**

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PHASE 1

(COMPANY PROFILE)

1.0 Background of the company

Since its establishment in 1995, Elken's vision has always been to enrich lives. It has unfalteringly lived up to its philosophy of "Elken builds you. To build others." At Elken, our foundations are also based on trust and nurturing people and building various aspects of their lives, including health, PERSONAL development, confidence, financial well-being, careers and families. In turn, Elken Members have gone on to share the opportunity in a meaningful way.

As one of the leading direct selling companies in Malaysia, Elken has become a sterling example of a home grown success. It has also established a stronghold in nine countries in the Asia Pacific region, namely Hong Kong, Taiwan, Vietnam, Cambodia, Philippines, Thailand, Indonesia, Brunei and Singapore.

With its distinctive holistic health and beauty concept, Elken's Molecular Reform Therapy (MRT) emphasizes on 4 critical life elements to achieve optimal health: balanced nutrition; sufficient oxygen intake; detoxification and health regulation; while the Elken Total Beauty Concept focuses on bringing out the best of one's own beauty from the top to toe, inside out.

In terms of outstanding service, Elken has set up 7 branches nationwide, i.e. Penang, Seberang Jaya, Ipoh, Kuantan, Johor Bahru, Kuching and Kota Kinabalu. The company also recently renovated and expanded its facilities to launch its own Elken Convention Centre adding on to a 1000-pax multi-purpose training hall, an additional floor dedicated to exhibitions and large-scale carnivals. The new exhibition hall (named the Platinum Hall) was inaugurated in May 2009, together with Malaysia's first water education expo.

At Elken, all Elkenians receive extended support and enjoy world-class conveniences like beauty galleries, lounges, multi-purpose training facilities and EK One, a flagship one-stop retail store as well as 100 stockist centres throughout Malaysia, allowing expertise sharing, mutual learning and skill transfer.