



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CASE STUDY REPORT



COMPANY ANALYSIS Z&Z NIAGA (SOS UMMI)

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EXECUTIVE SUMMARY

As a student in UiTM Machang, it is a part of study to everyone to undergo a case study project. So for this purpose, our group had chosen Z&Z Niaga Sdn. Bhd as our company research in our project. We have surveyed their factory, learned about the process to make the products and interviewed the clerk of the company to gain some information.

Z&Z Niaga is a food product that produce by Muslim company that mainly focuses on the production of various of sauce which is known as 'Sos Umami' in the area of Kelantan. This business company was run by Director, Operation Director and another 4 other managers which is Logistic, Operation & Technical, Marketing and Financial Manager. Each of this manager have their own task and play an important role to run the business successfully in order to achieve their target.

Goals indicate what a business unit wants to achieve. Every business must design a strategy for achieving its goals, consisting of a marketing strategy and an effective management. The Marketing manager of Z&Z Niaga non-stop searching opportunity to expand their product not only in Kelantan, but all over the country in Malaysia since the company hopes that their products will be well known and have a place in the hearts of over 20 million Malaysians. They used social media and join IKS Festival to promote their product. Sos Umami also have been supplied to the largest local hypermarket in Malaysia such as Tesco, Giant and Mydin.