



Julya
Rahmat

COMPANY ANALYSIS

JULYA RAHMAT SDN. BHD

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EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student in UiTM Machang, it is a part of study for everyone to undergo a case study project. So, for this purpose, i got the opportunity to research a Julya Rahmat Enterprise Sdn.Bhd company.

In the first part of the project report, the general information of the company has been collected. Information is gathered through the primary source only.

In the second part of the report, contains the specialized subject study. Objective of the project is to work on the background, organizational structure, products and services that Julya Rahmat Enterprise provides. Next, study about the technology of Julya Rahmat Enterprise use in business, marketing and its operational strategy to promote their products which is quite interesting. Lastly, research about the company financial achievements regarding how they manage their financial as well as achievements gain from the financial management.

Goals indicate what a business unit wants to achieve. Strategy is an action plan for getting the goals. Every business must design a strategy for achieving its goals, consisting of a marketing strategy, and an effective management.

In this case study, we analyzed the strength, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. Thus, from the needs and demands from the existing consumers of this company, we analyzed and find a solution to overcome and to fulfil their needs in Consumer Trend Canvas (CTC) analysis, making it as our innovation to be continued in new Product Development task.