

UNIVERSITI TEKNOLOGI MARA
KAMPUS SUNGAI PETANI

ETR 300
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'MORINDA CITRIFOLIA CAPSULE'

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EXECUTIVE SUMMARY

From heritage our society had applied product from nature to prevent many kinds of disease without relying on chemical products. Based on that idea this business namely Herbs Elixir Factory started its operation on 1 January 2002. It's located at Kawasan Miel Jejawi Fasa 2, Perlis

To this onset of this business, we firstly produced product from *Morinda Citrifolia* or known as Noni especially for local resident. *Morinda Citrifolia* has many hidden benefit that should be explored.

On top of it our business also maintain its priority to gain profit as well as preserving the welfare of society. At meanwhile HEF always gives priority to diversifying product from nature as well as to foster research programs that are able to improve our quality and effectiveness in order to prevent various types of disease. HEF always promise to discover the new niche and brings innovation to people. Eventually HEF will become stronger, caliber, dynamic and progressive.

In fact with the new millennium our business had fulfilled modern manufacturing process. HEF factory also awarded “**Good Manufacturing Process**” recognition from Ministry of Health, so HEF are able to ensure that quality are consisted at the higher standard and this recognition will guaranteed customer confident to use our product.

JOB DESCRIPTION

Name of job --General & Administration Manager

Location of job – Administration department

Responsibility:

- Make strategies for short term & long term planning .
- Responsible to the business as a whole & checking the record related to the organization, marketing, operation & finance every month.
- To ensure all the working systems are effective and conform to company's plan.
- Develop and win new business opportunity.
- Monitor that the company's activities are work smoothly.
- Handle all aspects of human resources and administration function.
- Ensure good relationship between superior and subordinates.
- Responsible to hire and terminate workers.

Requirement:

- Have at least 3 years experience in a similar capacity.
- Possess the degree qualification in Business Administration /Accountancy.
- Have excellent leadership qualities with the ability to motivate and sustain a high level of teamwork amongst the staff.
- Possess excellent written and spoken skill in Bahasa Malaysia and English.
- Be self-motivated, highly competitive and self oriented.

Name of job – Marketing manager

Location of job – Administration Department

Task:

- Introduce the business to the public and always find new market to increase revenue.
- Responsible in promotion activities in order to attract customer.
- Maintain profitability and meet collection target.
- Conduct research of the current market situation.
- Obtain feedback analysis.
- Analyzing sales data.

Report to:

- General Manager.

Authority:

- Have authority in marketing activities and determine the price of product.

Requirement:

- Degree or diploma in Marketing.
- Minimum 3 years related working experience.
- Self-driven dynamic and highly motivated.
- Good interpersonal and communication skill.
- Computer literate.
- Possess own transport.