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UNIVERSITI
TEKNOLOGI
MARA



COMPANY ANALYSIS
GARDENIA BAKERIES (KL) SDN. BHD.
TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME:

FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES

SEMESTER:

6 (D2CS2416A)

PROJECT TITLE:

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EXECUTIVE SUMMARY

In this case study, we will look at Gardenia Bakeries (KL) Sdn. Bhd. in the consumer markets including market segmentation and target setting. We will only concentrate on Gardenia Bakeries' products and marketing activities in Peninsular Malaysia. Aside from that, this case study focuses on the SWOT analysis that Gardenia developed this year, as well as its marketing environment, which is essential in implementing marketing activities. Furthermore, we will gain a better understanding of how Gardenia conducts its marketing activities in order to overcome the highly competitive environment and maintain its reputation as the dominant bakery or breads manufacturer among its competitors. The goal of conducting this analysis is to assist us in determining what techniques are actually implemented and how Gardenia manages to remain as the strongest brand in a highly competitive environment while also distinguishing itself from all other competitors, including SME bread producers in Malaysia, in terms of various strategies, plans, and ideas.

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INTRODUCTION

1.1 BACKGROUND OF STUDY

Malaysia's bakery industry is a highly productive and rapidly growing industry, with an approximate number of several thousand bakeries in the region, including stand-alone smaller bakeries, industrial bakeries, home bakeries, and F&B outlets with their bakery production lines. The Malaysian baked goods market has expanded as the items are steadily eaten at home for breakfast, tea breaks, or even lunch may be substituted for rice and noodles (Business Malaysia, 2017). According to Raudhah Hirschmann (2021), in 2019, the amount of imported bread, cakes, and other bakery goods in Malaysia was estimated to be about 3.03 billion Malaysian ringgit. Many Millennials who have been introduced to Western cultures have become accustomed to adopting bread as a staple meal.

Baked products on the Malaysian market are highly diverse, coming in a wide range of varieties, tastes, and shapes with a fusion of different flavors and ingredients from the country's various cultures, as well as western influence. Malaysian slices of breads and buns, which are heavily inspired by Taiwanese bakery and flour-confection patterns, are smooth and fluffy in comparison to European bread, which has a smoother and more stable texture. Suppliers and customers alike are eager to explore innovative flavors, resulting in the ongoing emergence of new concepts and creations (Business Malaysia, 2017).

During the lockdown, 74% of Malaysian consumers baked at home. The advantages they find are obvious, such as the fact that home baking is considered healthier, gives them power over the recipes, and encourages them to save money. Malaysian home bakers use mixes (56%) or bake from scratch (81%) and tend to buy their ingredients at supermarkets (Jekyll, 2020).

Gardenia, a 50 percent joint venture of the QAF Group, is the biggest player in the Malaysian bread industry. The Gardenia plants will produce more than 32,000 loaves, snack cakes, buns, rolls, and waffles each year, making it one of the region's largest wholesale bakeries. In 2019, the company's revenues surpassed RM1 billion. Gardenia is credited with revolutionizing the bread industry by becoming Malaysia's first bakery to directly distribute its bread and providing