



اَوْبُوْنَ سَيِّدِي تَيْكُوْلُوْكَى بِمَا رَا
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MARA



COMPANY ANALYSIS

BUBBLEBEE SDN BHD

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EXECUTIVE SUMMARY

This paper is focus on a case study of a company which is Bubblebee Sdn Bhd that addressed in Puchong, Selangor. For this purpose, i have searched the information about this company online using many platforms and conduct SWOT analysis. In the first part of this case study, the general information about this company has been collected using online platforms.

The second part of this case study, contains the specialized subject study. I have study and work on the background, organizational structure, products and services that Bubblebee provides. Next, I study about the technology of Bubblebee drinks maker, as well as business, marketing, operational strategy that the company used to promote their products and also the company financial achievements.

Goals indicate what a business unit want to achieve and accomplish. Strategy is an action plan for getting the goals. Every business must have design their strategy to accomplishing their goals, consisting of marketing strategy and also an effective management.

In this case study, I have analysed the strengths, weaknesses, opportunities and threats of this company in real business world by using SWOT analysis. From that, I analysed and overcome the problem and weaknesses by finding the solutions.