



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA



COMPANY ANALYSIS

MUDIM

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In the name of

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TABLE OF CONTENT

TITLE PAGE	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENT	3
LIST OF FIGURES	4
EXECUTIVE SUMMARY	5
1. INTRODUCTION	6
1.1 Background of The Study	6
1.2 Problem Statement	7
1.2 Purpose of The Study	7
2. COMPANY INFORMATION	8
2.1 Background	8
2.2 Organizational Study	9
2.3 Products and Services	10
2.4 Technology	11
2.5 Business, Marketing and Operational Strategy	12
3. COMPANY ANALYSIS	13
3.1 SWOT Analysis	13
3.1.2 SWOT Analysis Elaboration	14
4. FINDINGS AND DISCUSSION	17
4.2 Findings	17
4.2 Discussion	18
5. CONCLUSION	19
6. RECOMMENDATION AND IMPROVEMENT	20
7. REFERENCES	21

LIST OF FIGURES

FIGURE 1	9
FIGURE 2	10
FIGURE 3	11
FIGURE 4	11
FIGURE 5	11
FIGURE 6	11
FIGURE 7	13

EXECUTIVE SUMMARY

Despite Shaarani's efforts in positioning MUDIM as one of the successful Small and Medium Enterprises (SMEs) in Malaysia, his mind was not at peace. He visualized many business opportunities and risks involved in managing MUDIM, such as sluggish economic environment in Malaysia, turbulent market demand and technological changes and various competitive forces in the industry. For instant, competition from other firms, such as Habhal, Jalel and Adabi, and the increase in prices of raw materials used as the main ingredients for MUDIM's products, such as dried soy bean and chilli, could also badly affect the company's profitability. As the owner and Managing Director of MUDIM, Sharaani believed that business sustainability was very much dependent on the ability of the business strategy. To stay competitive, Shaarani had started to think to develop and penetrate to new market.