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MARA



COMPANY ANALYSIS

FARM FRESH

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EXECUTIVE SUMMARY

The case study is an effort to learn how to apply the theory to realistic circumstances. Within this case study, the general information of the Farm Fresh milk company has been collected through the secondary source which is articles. Next, the subject study has been specialized in this report.

The project aims at focusing on the background, the organizational structure, the products and services that provided by the company. The technology of the company used is also being studied as well as the business, marketing, operational strategy in order to promote their goods. The research has been carried out on the financial achievement regarding how they handle their financial as well as achievements gain from financial management.

Goals show what a unit of the company needs to accomplish. Strategy is a course of action to attain the goals. The company must devise a plan to achieve its marketing strategy and successful management goals.

In this case study, SWOT analysis has been used to analyze the strength, weaknesses, opportunities and threats of this company in real business world.