



COMPANY PROFILE



COMPANY ANALYSIS

MGV INDUSTRIES SDN BHD

(Formerly Known As Madura Industries Sdn Bhd)

TECHNOLOGY ENTREPRENEURSHIP (ENT600)	:	CASE STUDY OF MGV INDUSTRIES SDN BHD
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EXECUTIVE SUMMARY

Founded as a partnership company in 1991, Madura Food Industry originally operated from a rented shophouse measuring only 1800 ft² in Bukit Payung, Kuala Terengganu with only 5 employees. With an initial capital of RM 50,000, the company operated with manual machines focusing on recycled glass bottles mostly for the rural market. Realizing the importance of proper packaging and product quality and also motivated by the huge market potential of the soft drink business, we have managed to secure a loan from Bank Pembangunan (M) Bhd to finance an improved processing & bottling line. To undertake this expansion, MGV Industries Sdn Bhd (formerly known as Madura Industries Sdn Bhd) was incorporated in 1994 and the operation was shifted to Skim Kilang Bimbingan, Bank Pembangunan in Kg. Raja, Besut. Since then, the company has grown in strength and captured a respectable share of the local market, inclusive of the major local hypermarkets. Besides the local market, the company have also started to export drinks to a few countries in Southeast Asia.

MGV Industries Sdn Bhd (MGV), which is a wholly-owned Bumiputera company, has undergone a quantum leap improvement in capacity expansion and also product diversification into value-added and functional beverages. Starting from January 2012, the company has graduated to own factory, 32,000ft² GMP compliance production facilities, located at Lot 5602, Gong Medang Industrial Zone, Besut, Terengganu. This modern factory is equipped with the latest state of the art machinery and processing technology, capable to produce various ranges of beverages comprising of soft drinks, isotonic drinks, vitamin-enriched drink, and also clarified sparkling tropical fruit juices which are going to be the first of its kind in the world. The collaboration with MARDI in the commercial production of Clarified Tropical Sparkling Juices is their major shift in direction towards more value-added products using natural tropical resources.

The business focus from the very beginning is to produce, sell and distribute superior bottled beverages that meet customer demands and satisfaction while undertaking endless product innovation and enhancement. The company has grown in leaps and is bound to be a multi-million ringgit business entity with markets spanning not just the whole country but also regionally.