



**PURITY™**

**COMPANY ANALYSIS**

**PURITY INTERNATIONAL SDN BHD**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

FACULTY & PROGRAMME: FSKM (CS 241)

SEMESTER : 6B

PROJECT TITLE : A CASE STUDY ON PURITY INTERNATIONAL SDN BHD

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## **EXECUTIVE SUMMARY**

The general information about the company has been collected in order to complete this study case.

The information that have collected are from secondary data.

In this study, I analysed the strength, weakness, opportunity and the threats of this company in real business world by using SWOT analysis. Thus, from the problems that this company faced, I analysed and find solution to overcome the problems.

### **1.0 INTRODUCTION**

#### **1.1 Background of the study**

Cooking oil are composed of edible vegetable oils derived from olives, peanuts and safflowers, and only a few of the many used plants are listed. It is liquid at room temperature, and edible oil is sometimes added during the preparation of processed foods. They can also be used to fry food and make salad dressings.

There are many brand under the cooking oil industry. To make the brand stable in the market, we need to do some improvement. We need to fulfill the demand of the customers, so that customer will choose our brand.

#### **1.2 Problem Statement**

Purity international sdn bhd has existing in the market for 9 years long. However, there are some people are who are not familiar with the brand. The product which is Kijang Gold cooking oil do not get the attention from public. Since the product are not familiar among the consumer, the company do not gain high profit.

#### **1.3 Purpose of the study**

- I. To study the problem face by Purity International Sdn Bhd.
- II. To study the strength and opportunity.
- III. To overcome the problem faced by Purity International Sdn Bhd.

## **2.0 COMPANY INFORMATION**

### **2.1 Background of the company**

Purity International is a Muslim company that produce palm cooking oil. The company was incorporated in 2012 and primary involves in trading crude palm oil and redefined, bleached and deodorized palm olein. The company supply the products to local Malaysia market.

Our principle responsibility is to supply quality products to our customer on a timely basis. PURITY has the system and networking that enable us to optimise economies of scale facilitating us to supply quality products at competitive price. We are capable of supplying the products in bulk and collaborate with high volume importers to develop private labels. The company was based in Kelantan, Malaysia.

#### **Mission and Vision**

Vision: to be the preferred choice of cooking oil in Malaysia

Mission: to produce quality package exceed customer expectation

#### **Factory location**

Blok 1, Lot 5188 Seksyen 44, Kawasan Perindustrian Pengkalan Chepa II, 16100 Kota Bharu, Kelantan, Malaysia.

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[inquiry.purityoil@gmail.com](mailto:inquiry.purityoil@gmail.com)

## 2.2 Organizational structure

Founder: Puan Hajah Nor Sabimi Mohamed Aluwi



Chief Executive Officer: Haji Mohd Zaidi Ismail



## 2.3 Products



Kijang Gold product was market locally and being distributes to consumer through retailer and wholesaler. Our company packed bottle product into carton packaging prior distribution.