



اَوْبُنُوْرَسِيْتِيْ بَاتِيْكُوْلُوْمِيْ مَارَا
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CASE STUDY OF BESTARI SALES & MARKETING SDN BHD

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TABLE OF CONTENTS

TABLE OF CONTENTS	<i>i</i>
ACKNOWLEDGEMENT	<i>ii</i>
EXECUTIVE SUMMARY	<i>1</i>
1. INTRODUCTION	<i>2</i>
1.1. Background of The Study	<i>2</i>
1.2. Problem Statement	<i>2</i>
1.3. Purpose of The Study	<i>2</i>
2. COMPANY INFORMATION	<i>3</i>
2.1. Background	<i>3</i>
2.2. Products/Services	<i>3</i>
2.3. Technology	<i>4</i>
2.4. Business, Marketing, Operational Strategy	<i>5</i>
2.4.1. Business Strategy	<i>5</i>
2.4.2. Marketing Strategy	<i>5</i>
3. COMPANY ANALYSIS AND FINDINGS	<i>6</i>
3.1. SWOT	<i>6</i>
3.2. List of Major Problems	<i>6</i>
4. DISCUSSION	<i>7</i>
4.1. Alternative Solutions to These Major Problems	<i>7</i>
4.2. Evaluation of Advantages and Disadvantages of Each Alternative Solution	<i>7</i>
5. TECH BASED RECOMMENDATION AND IMPROVEMENT	<i>8</i>
5.1. Alternative Solutions Choose to Be Adopted	<i>8</i>
5.2. Justification of Choice	<i>8</i>
6. CONCLUSION	<i>9</i>
7. REFERENCES	<i>10</i>
8. APPENDICES	<i>11</i>

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EXECUTIVE SUMMARY

Bestari was established in 2004 after years of experience in the functional food ingredients industry. Created as sister company of the Synerchem Group with the sole intention of making cooking easier for everyone. Bestari initially was only a manufacture of Crispy Fried Chicken Coating Mix which is now the popular fried coating chicken here in Malaysia and the leader in the product category. With the product they realised that their customer found joy frying chicken at home due to simplicity of making this traditionally time-consuming and delicious dish, besides it not only saves family unnecessary cost from dining out but also brings the family together and closer. Based on the inspiration, Bestari made it as their mission to create a wide variety of super easy, ready-to-cook premium HALAL food products that can be easily used by everyone because they believe that everyone deserves to be able to cook delicious food easily.

1. INTRODUCTION

1.1. Background of The Study

In Technology Entrepreneurship, it teaches about the launching and growing firms, regional economic development, selecting the appropriate stakeholders to take ideas to markets and educating development, engineers and scientists. Different between technology entrepreneurship from other entrepreneurship types is the collaborative experimentation and production of new products, assets and their attributes, which are intricately related to advances in scientific and technological knowledge and the firm's asset ownership rights. Technology entrepreneurship also helps me to understand the process of assembling resources, technical systems and strategies by an entrepreneur venture to pursue business opportunities.

1.2. Problem Statement

Problem that the company been faced is lack of exposure about Bestari's product on the media and among housewives. It is because from the looks as a user, most of users only know about Bestari's fried chicken powder as it has become mostly house favourite fried chicken powder, but all other product beside that has yet become users' choice. It shows that other product still not everybody favourite.

1.3. Purpose of The Study

The purpose of this study is to get me know more better and be exposed with the entrepreneur or firm that is in the field of technology-based entrepreneurship. It can help me to focuses to the challenges associated and opportunities with starting new technology-based entrepreneurial business. It also allows me to learn more about how the company developed their products commercial. By doing this case study, I have the opportunity to gain more knowledge about how the firm generates ideas and manages its operations in financial, marketing, and other areas.