



COMPANY ANALYSIS

MAMEE-DOUBLE DECKER (M) SDN BHD

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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EXERCUTIVE SUMMARY

MAMEE-Double Decker (M) Sdn Bhd is a local company which focusing on the food processing, snack, diary product and most importantly the instant noodles innovated by the well-known celebrity chef, Mamee Chef, which has been rated Top Ten instant Noodles of All Time in 2014 . The company historical data shows that they have been successful with expanding their business through exporting to more than 100 countries with regions like Asia, Middle East, Europe, and Oceania.

In this case study analysis, it is focusing on the instant noodles produced by MAMEE production to be analyses, investigate and identify along with their current problems and figure out a better solution that can be implemented in the MAMEE company to improve the existing system in business development growth. In Malaysia, MAMEE produce various kinds of instant noodles. The target markets for this company are costumer with busy lifestyle, low income and millennial age range. There are several competitors that faced by MAMME Double Decker company such as Maggi, Nissin, Samyang, Ibumie, Sufimee, IndoMee and others. Due to this, MAMEE Company has to do more strategies in order to go for global market. Therefore, some analysis and implementations have been done for the blueprint. Moreover, SWOT analysis also been drew out to enhance the strength that company has and also to find initiatives to improve company's weakness.

2.3 PRODUCT/SERVICE

BIL	PRODUCT	DESCRIPTIONS
1.	<p>INSTANT NOODLES</p> 	<p>MAMEE Chef has redefined the landscape of instant noodles. By integrating La Mian (Mi Tarik) techniques and ground breaking innovation through a state of the art noodle production factory. Together, MAMEE and Chef Ismail have created an original, authentic recipe made with fresh ingredients, herbs and spices that caters to many unique local flavours. With rich soups, great taste and a divine aroma, MAMEE Chef is truly made like no other with the 3 available flavours, Thai Tom Yam, Curry Laksa and Spicy Chicken Shiitake.</p>
2.	<p>POTATO CHIP</p> 	<p>Mister Potato is the No.1 potato chip brand in Malaysia. Mister Potato is only made from fresh potatoes that are imported from the best farms in the US and Australia. Each potato is carefully handpicked to ensure flawlessness in terms of low sugar and high dry content, colour, taste, size and texture. Mister Potato chips are also known for being trans-fat free and cooked</p>