



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

### COSWAY

#### TECHNOLOGY ENTREPRENEURSHIP ENT600 : CASE STUDY

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## **EXECUTIVE SUMMARY**

Cosway Corporation Bhd operates as an investment holding company of a group engaged in distributing, selling and renting out of consumer durables such as audio or visual home entertainment products under the brand name Singer in Malaysia. The company began operations in December 1979 and over the years, has been offering branded toiletries, cosmetics, fashion jewellery, organic food, beverages and pharmaceutical products through a multi-level direct selling network and an online shopping portal known as eCosway.com. Its registered head office is located in Kuala Lumpur, Malaysia and the company operates with the simple concept of distributing quality products at highly competitive prices which are very reasonable and affordable via a unique network marketing system. The Cosway Corporation is a subsidiary of Berjaya Group, an investment holding company and is a top conglomerate in Asia which has companies and investments in several major sectors. Cosway's formula has helped thousands of members to achieve tremendous financial success. Cosway's 5Ps of marketing is a powerful combination of effective business and marketing strategies. The 5Ps marketing concepts include Product, Price, Promotion, Physical Distribution (Chain Store) and Compensation Plan.

## 2.3 Product/Services

### 2.3.1 Product/Services

In daily life, the chopping board is not simply a tool for chopping food materials. The development is required to offer the convenience of storage and save space of kitchen in the advanced society and through the mix with storage drawers just as helper cooking tools, for further information try not to put an excessive number of dishes to hold food materials, address the difficulties in discovering cooking materials and assuaging the clammy and disorder circumstance of chopping to improve the general environment of the kitchen in regard of tidiness, cleanliness and comfortableness and make the best of room use. A chopping board is one of the important tools for cooking. Chopping boards are made of plastic, wood, tempered glass or bamboo. Chopping boards are made of various materials and have their own advantages and disadvantages. Multi-purpose chopping board with knife holder is a foldable chopping board with antibacterial protection. It is easy to clean, has safety protection, convenient for storage and excellent in mold resistance. It also have iHeir-ECO Antibacterial Protection which is an advanced technology between China and America, the world's most reliable antibacterial, anti-mold and anti-odor technology. The surface of the product exerts antibacterial and protective effects for a long time, which keeps the product more hygiene after cleaning.

#### 2.3.1.1 Plastic Chopping Board



The plastic chopping board is easy to clean, light, convenient for storage and excellent in mould resistance. In any case, it cannot avoid high temperature