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Inflow Global and Marketing Sdn Bhd

Final Year  
Project

# **ANALYSIS OF BUSINESS PERFORMANCE**

## EXECUTIVE SUMMARY

Muhammad Imran Bin Anuar (2019324753) as internship at Inflow Global and Marketing in Ipoh, Perak. It takes 24 weeks from 1<sup>st</sup> March to 13<sup>th</sup> August 2021 to complete the internship programmed. Throughout the practical period, I have done reports about the company performance.

This report provides an analysis and evaluation of the company performance. This report has used SWOT Analysis based on five years data of company's Statement of Profit and Loss from 2015 to 2019 to evaluate the company performance. The objectives of using this analysis to help organizations develop a full awareness of all the factors involved in making a business decision. SWOT analysis help to discovers recommendations and strategies, with focus on strengths and opportunities to overcome weaknesses and threats. The data show that the company have upwards trend of sales but having low net income due to having problems on high cost of goods sold and high spending on expenses.

The report finds the prospects of the company in its current positions are not positive.

The major areas of weakness require further investigation and remedial action by management. Recommendations discussed included, control spending on expenses and reduce cost such as storage cost and transportation cost. Along this study, there is limitation when conducted the report included having difficult to provides data on years 2020 because data from 2020 is not yet ready from auditors.

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## COMPANY BACKGROUND

# 1998

Established on September 1998 and founded by Mr Haji Abdullah Sani Sha'ari.

Location: B7, Kawasan Industri Mara, Batu 7 ½, Jalan Tambun, 31150 Ulu Kinta, Perak

Business activity:

1. Retail operation of chain department since 22 years ago.
2. Offering a wide range of Halal products for local and global markets.
3. Provide tender services:
  - a. Hospital Raja Permaisuri Bainun, Ipoh.
  - b. Sekolah Tunas Bakti Taiping
  - c. Hospital Batu Gajah
  - d. Rumah Kanak-Kanak Kuala Kangsar – Present
4. Production:
  - a. Umah Mee Geti
  - b. Umah Mee Tambun
  - c. Umah Mee Cepat
  - d. Umah Tepung Ayam Goreng (Original & Spicy)

### VISION:

Being a center of Halal Food leader in Manufacturer and Distributor.

### MISSION:

1. Being a center Halal Food Manufacturer and Distributor
2. Apply positive value and Islamic ethics into the work culture
3. Support SME Halal Food Manufacturer by distributing their product

# ORGANIZATIONAL CHART

