

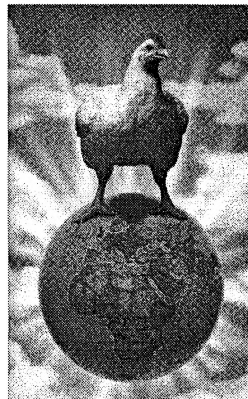
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TOPIC

AN OBSERVATION ON THE ACTIVITIES OF IDEAL MULTIFEED FARM (BRUNEI) SDN. BHD.: WITH SPECIAL FOCUS ON MARKETING ISSUES .



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ABSTRACT

This report present an analysis of an enterprise in the poultry in Brunei based on current activities of Ideal Multifeed Farm (Brunei) Sdn. Bhd.

The analysis of current activities of the IMF is based on the visit to the company by team members from 8th November 2001 to 13th November 2001. The analysis conducted to assess the contribution of various activities to the next stage of expansion especially in marketing and sales of IMF group.

Our findings prove our earlier suspicious that IMF is yet to reach its best level of operations and the company has much rooms to explore until its could attain that level.

The result show that although various internal and external factors do play a role, the final say of controlling shareholders is a must to change the company direction in a typical family controlled company in Asia.