

PUSPAMARA SENDIRIAN BERHAD
PROSPECT AND STRATEGY

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PUSPAMARA SENDIRIAN BERHAD
PROSPECT AND STRATEGY

ADVANCED DIPLOMA IN
BUSINESS STUDIES (MARKETING)
SCHOOL OF BUSINESS AND ADMINISTRATION
SHAH ALAM, SELANGOR

NOR AZMAN B. ZULKIFLI

NOVEMBER 1991

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ACKNOWLEDGEMENT

Firstly, I would like to express my deepest appreciation to my advisor, Puan Nor Afizah Ismail for her patients, guidance and advices in completing the project paper.

I would also like to thank En. Md Salleh Khalil, the Marketing Manager of Puspamara Sendirian Berhad and all the staffs for helping me during my practical training in the company.

Lastly, to all my friends, thank you for all of you for being nice to me and hope to see you all again soon.

EXECUTIVE SUMMARY

Puspamara Sendirian Berhad is a Bumiputra company which operated in Petaling Jaya. The company manufactures textile products especially apparels and garments.

Currently, the company main activity is supplying uniforms to the government agencies like the Armed Forces, Police and Customs. Puspamara also produces jackets for the purpose of exporting to the foreign market.

A study was conducted to find out other opportunities for the company in expanding its market and not only depending on its existing market. Furthermore, the study was also concerned in finding problems that may become barriers for the company and try to come out with strategies to overcome the problems.

The findings shows that people are still unaware of Puspamara Sendirian Berhad and there are some weaknesses that exist that may hold the company growth.

The company should take some actions to increase