

Reading on
Marketing Theories

A Practical Approach on Case Studies

Ahasanul Haque



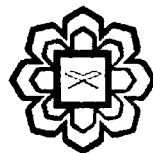
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Reading on Marketing Theories: A Practical Approach on Case Studies

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CHAPTER 09

CASE STUDIES

**Ahasanul Haque, Abdullah Al Mamun Sawar, Farzana Yasmin
Ali Khatibi and Arun Kumar Tarofder**

PRIMA AGRY-PRODUCTS SDN. BHD.

Prima Agri-products Sdn. Bhd. established in 1987 this wholly owned Muslim company is the expert in manufacturing and distributing halal meat based products. It caters a large-scale of distribution for the domestic and international market. With the annual turnover of more than RM 40 million, Prima Agri-Products Sdn Bhd represents a model of Muslim business ventures.

Now the company has surfaced on the international stage. In the year 2002, the European Commission certified Prima Agri-Products Sdn Bhd with the Plant Certification for Export of Processed Poultry Products. Its products have been exported to regions such as Europe, the Middle East, and South East Asia. With the vast growth of the company, it is just a matter of time before Prima Agri-Product becomes a brand label for halal foods

Vision

- They want to be the leader of Halal product in the competitive market within 10 years from now.

Mission

- Producing the lowest Halal product in the market and considering the highest quality by giving the fully satisfaction to the customer.
- Offering the highest share profit to our stockholders.
- Using the highest nano technology and considering the environment friendly.
- To gain the customers loyalty by giving them the highest value of the product.

The countries prima Agri have ventured

Prima agri operates over 10 International countries which are located in South East Asia countries, like Brunei Darussalam (Sullivans (B) Sdn Bhd.), Singapore (Pro-Con Food Services), Indonesia (PT Arwana Persada Indonesia), Vietnam (Good Foods Co. Ltd.), in Middle East, United Arab Emirates (Prima Cee Trading LLC), in Central Asia, Bangladesh (Datalife Network Sdn Bhd.), Pakistan (AMZ Foods (PVT) Limited), in Asia, China (Hong Kong AMT Co. Ltd.), and in Europe, Holland (Bilal Foods Corporation BV).

All over the world

This extensive range of quality halal products has put Prima on the A list of the halal food industry, and they now have niche markets all over the world. One can easily get halal cold cuts, halal gourmet sausages, and halal pizza with pepperoni and halal sate in London, Paris, Frankfurt and Hong Kong

SWOT Analysis