

T A B L E O F C O N T E N T S

		Page
Abstract		i
Acknowledgement		ii
Table of contents		iii
Chapter I	INTRODUCTION	1
1.1	Authorization of facts	1
1.2	Statement of the problem	1
1.3	Significance of the problem	2
1.4	Purposes of the study	3
1.5	Assumptions and limitations	3
1.6	Methodology	4
Chapter II	THEORETICAL BACKGROUND	5
2.1	Marketing concept and strategy	5
2.2	Market Segmentation, Targeting and Positioning	6
2.3	Evaluating The Market Segments	6
2.4	Establishing The Trade Promotion Budget	8
Chapter III	PRESENTATION AND ANALYSIS OF FACTS	10
3.1	Background of the company	10
3.2	Company Objectives	14
3.3	Organization Structure	15

3.4	Production & Raw Material	15
3.4.1	Production	15
3.4.2	Raw Material	17
3.5	Channel Distribution	18
3.5.1	International	18
3.5.2	Local Market	19
3.6	<u>Pricing</u> and Promotion Policy	20
3.7	Competition	21
3.8	Human Resources	21
Chapter IV	DATA ANALYSIS	23
4.1	Marketing Analysis	23
4.1.1	Target Market and Promotion Budget	23
4.1.2	Competition	24
4.1.3	Channel Distribution	24
4.2	Financial Analysis	25
4.3	Financial Recommendation	28
4.3.1	Liquidity Ratios	28
4.3.2	Efficiency Ratios	29
4.3.3	Leverage Ratios	30
4.3.4	Profitability Ratios	31
4.4	Strategic Management Analysis	32
4.4.1	ETOP Analysis	33
4.4.2	SAP Analysis	34

Chapter V	SUMMARY AND RECOMMENDATION	35
5.1	Summary	35
5.1.1	Marketing	35
5.1.2	Financial	36
5.2	Recommendation	37
	BIBLIOGRAPHY	43
	Apendices	44
	Financial Statement	47
	Organization Structure	53
	Biographical Data	54