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## Bestari sales

**Villa bestari for sale. Puncak bestari for sale. Bestari sales & marketing sdn bhd background. House for sale in subang bestari. Warisan bestari for sale. Bestari sales & marketing sdn bhd marketing strategy. Bestari sales & marketing sdn bhd assignment. Bestari sales & marketing sdn bhd annual report. Bestari semi d for sales. Bandar bestari sales gallery. Puncak bestari 2 sales gallery. Bestari sales & marketing. Bestari sales & marketing sdn bhd. Nusa bestari corner house for sale.**

After years of experience in the industry of functional food ingredients, Bestari Sales & Marketing SDN BHD was founded in 2004 under the Synerchem Group. Bestari Sales & Marketing SDN BHD specialises in the production and distribution of various frying powders, seasoning powders, spices, etc. We started by introducing our first product, Bestari Crispy Fried Chicken Coating Mix, which revolutionised the way Malaysians prepare fried chicken, and then noticed the impact of the product on their customers' kitchens. Over the years, we have built a reputation for producing high-quality products that are not only delicious but also safe and healthy. Our company has received various certifications, and factories adhere to strict food safety guidelines and have successfully obtained HACCP, ISO 22000, and HALAL certifications. All of our products are also certified HALAL by JAKIM. ... [{"text": "Delicatessen products, gourmet food and staple food", "link": "Vanuga-exhibitors/list-of-exhibitors/?fw\_goto=aussteller/index&tab=1&haupt=01", "children": [{"010500": {"text": "Herbs and spices", "link": "Vanuga-exhibitors/list-of-exhibitors/?fw\_goto=aussteller/index&tab=1&haupt=01", "children": null}, {"010599": {"text": "Other seasonings and seasoning sauces", "link": "Vanuga-exhibitors/list-of-exhibitors/?fw\_goto=aussteller/index&tab=1&haupt=01", "children": null}}]}]} COMPANY PROFILE COMPANY NAME BESTARI SALES & MARKETING SDN BHD LOCATION Malaysia | Selangor | Shah Alam "We love how Saladplate is bringing buyers and sellers together through a single platform and everything is visible, the matchmaking process is highly productive, and we are supported by the Saladplate professional team to connect us with suppliers of all scales and sizes." Mr. Hartono Wijaya, Chief Executive Officer, Erajaya Group Subscribe to our newsletter to stay up to date on our best deals. New subscribers get \$100 off their first order of \$1000 or more! \*Coupon code is valid on orders of \$1000 or more before taxes. One use per customer. To learn more about pricing and promotions, click here. Bandar Bestari Sales Office No. 2, Jalan Langat KS9, Bandar Bestari, 42000 Klang, Selangor Customer Enquiry Hours Monday - Friday : 9:00 am - 6:00 pm Saturday - Sunday : 9:00 am - 5:00 pm +603-3122 2999 +603-3122 9268 info@kskl.my Contact Details: Purchase the Bestari Sales & Marketing Sdn Bhd report to view the information. © 2023 EMIS, an ISI Emerging Markets Group Company. All rights reserved. KOLEJ PROFESIONAL MARA BANDAR MELAKA MGT1013 PRINCIPLES OF MANAGEMENT SESSION 1/2021 Small-Medium Enterprise: Bestari Food MalaysiaLecturer's name: Mrs. Junainah binti Jaafar ID NUMBER CLASSSubmission date: 12 May 2021 BMF20-07-059 DBF3D NAME Putri Nur Zarith Sufea binti Mohd Nor Sufian BMF20-07-060 DBF3D Nur Syafiqah binti Zamhuri Nurul Ain binti Othman BMF20-07-062 DBF3D Firra Nurharnani binti Yahaya BMF20-07-063 DBF3DTABLE OF CONTENT PAGES 3-4 CONTENT 5A. Introduction Acknowledgment 6 Name of the SME 7 Nature of the business 8B. Body 9 I. Planning 10 Vision and mission 11 Goals 12 Objectives 13 - 14 Strategies II. Organizing Organizational structure Organization's chain of command Span of control Line and staff responsibilities Types of departmentalization III. Human Resource Management Process Employment planning, recruitment, selection, and downsizing Difficulties during pandemic COVID-19 Action is taken to overcome problemsC. RecommendationsD. Conclusion 14E. References and appendixes 15 ACKNOWLEDGEMENTWe want to express our heart gratitude to everyone who has helped us complete this assignment, particularly Bestari Food Malaysia and Madam Junainah, who has provided us with information and guidance on completing this report from the beginning to the end. We want to take this opportunity to express gratitude to all the members of the group: Putri Nur Zarith Sufea, Nur Syafiqah, Nurul Ain, and Firra Nurharnani, for their excellent cooperation in completing this assignment. Everyone in the group worked very hard andreliably. We had a few issues at the outset, but things improved as the project progressed. We strive to find a convenient time for all members to discuss things together. If our group members do not collaborate, it will not be easy. This group consists of five people: Putri Nur Zarith Sufea Binti Mohd Nor Sufian, Nur Syafiqah Binti Zamhuri, Nurul Ain Binti Othman, and Firra Nurharnani Binti Yahaya from DBF3D. We are pleased to be a member of group since we operate well together. For our task, we chose Bestari Food Malaysia as a Small-Medium Company. Therefore, we divide the work evenly between ourselves. Nevertheless, we attempted to do our bit on this Principles of Management assignment, and we were successful in finishing it on time. 3. INTRODUCTION With a long time of experience in the food and beverages industry, Bestari Food Malaysia was founded in 2004 under the company of the Synerchem Group. Initially, they only produced Crispy Fried Chicken Coating Mix after discovering that many people enjoyed frying chicken at home with their product due to the ease, which usually requires time-consuming to be prepared. It not only saves money by avoiding needless eating-out expenses, but it also brings the family closer together. As time goes by, Bestari Food Malaysia has come out with various goods such as seasoning, spices, coating mix, and others. Bestari Food Malaysia made it their mission to create a wide variety of super easy, ready-to-cook, premium quality, and halal food products that anyone can use based on this inspiration. They believe that everyone can prepare delicious meals with ease and with minimal ingredients. In Malaysia, Bestari Food Malaysia's Crispy Fried Chicken Coating Mix is currently the market leader in this category. However, their other products are also popular with home users and the HORECA (hotel, restaurant, and catering) industry. Bestari Food Malaysia's factory follows stringent food safety regulations. They are ISO 22000 certified, as well as JAKIM and MeSTI certified. NAME OF THE SMALL-MEDIUM COMPANY (SME): Bestari Food Malaysia NATURE OF BUSINESS: Food and Beverages Industry 4I. Planning VISION To be Asia's leading food ingredients and production equipment integrated solutions contributor. MISSION To provide high-quality food ingredients and reliable food production technologies for food manufacturers and central kitchens in Asia that enhance productivity and improve cost savings for the customers. To provide a broad range of high-quality and hygienically loaded pre-mixed ingredients for end consumers in Asia and worldwide export markets that brings modern convenience and precious time savings to the home cooks. GOALS "A leading food services solutions provider in Asia." OBJECTIVES 1) Quality We provide value by focusing on quality automation and food products and fulfilling international and food safety standards. 2) Innovativeness We are enthusiastic about developing ideas and applying our wide-ranging products to creating effective customer solutions. 3) Attentiveness We respect our customers' products and requirements by paying close attention to the details. 4) Responsiveness We take pride in delivering prompt, professional, and reliable service to our customers. 5) Customer focus We listen to our customers and are committed to long-term partnerships built on trust, confidence, and loyalty. 5. STRATEGIES Strategies are ways for the business to achieve its goals and play an essential role in the industry. Bestari Food Malaysia prioritizes the strategies to do something that other competitors cannot do. Some of the strategies that they shared with us are: 1) Project with unique products Bestari Food Malaysia realized that most people found joy in eating their self-made foods. Therefore, they are making strategies to create unique products that are ready-to-cook, premium, and halal foods for their target market. From this strategy, Bestari Food Malaysia can keep and increase the number of loyal customers, solidifying their position as the Number 1 brand of ready-to-cook goods in the heart of Malaysians. 2) Emphasize the quality of the products. Bestari Food Malaysia has always followed the strict food safety guidelines by the International Organization for Standardization (ISO). As proof, they are ISO 22000-certified, received Halal certification by JAKIM, MS1500:2009 for all their products, and approved by the Food Safety and Quality Division Ministry of Health Malaysia MeSTI certification that is usually hard to get for SMEs. Plus, they also passed for Hazard Analysis and Critical Control Point (HACCP) and were given the certificate. This indicates that Bestari Food Malaysia cares and keeps its standard of quality at the highest level for beloved consumers. 3) Use the power of the digital world at the maximum level to market products and brands. Bestari Food Malaysia has been pushing its marketing. Since 2019, they advertise their brand at SINAR FM (cite) and national television channels. They also came up with the creative idea to share various recipes under the #ResepiBestari on Facebook and YouTube.



After getting viral on social media, Bestari Food Malaysia is committed to producing high-quality products with a stronghold of its motto, Simple and Tasty, so that more people can rely on these goods in their cooking. Furthermore, to make it easier to reach the consumers, they make their products available on E-commerce companies like Lazada and Shopee to keep their sales revenues afloat. 6II. Organizing ORGANIZATIONAL STRUCTURE v Normal structure ORGANIZATION'S CHAIN OF COMMAND SPAN OF CONTROL: 12 7 LINE AND STAFF RESPONSIBILITIES 1) Top Manager As in Bestari Food Malaysia, the top manager is the Chief Executive Officer (CEO) of the company, Gavin Lai, and the Managing Director, Lai Kok Siang, responsible for making decisions for the organization's direction. A top manager is a small group of executives who manage the overall organization of Bestari Food Malaysia. Their responsibilities are to plan, organize, lead, and monitor its activities to achieve its goals. The top managers also make long-term decisions that affect the company.



2) Middle Manager They perform the task of making the goals set by the top managers understandable to the lower employees by translating them into specific details. For Bestari Food Malaysia, the middle managers consist of the Business Development Manager, Gabriel Lai, accountable for identifying strategic goals and building key customer relationships. Then, the Operation Manager, Sean Chan, responsible for controlling and planning all the firm's production tasks. Next, the Marketing Manager, Fiona Foo, executes the promotion and exchanges the ideas to achieve the company's target objective. Finally, the Brand Manager, Lester CK, is responsible for identifying the target demographic and determining its loyal customer. 3) First-line managers In Bestari Food Malaysia, the first-line managers consist of the Sales Executive, Tai Tiong, the person leading and guiding a team for sale people. The Senior Accounts Executive, Joanne Tan, responsible for maintaining complete sets of accounts that include sales' daily process. They must place top and middle management plans into operation, supervise and coordinate the activities of operations employees.



They have limited authority but also have the critical responsibility of getting the work done by the workers. 4) Team leaders Team leaders are the staff who hold the duty to lead and facilitate the activities of a team, manage non-managerial employees, and report daily or regularly to the first-line managers. The team leaders in Bestari Food Malaysia are the manufacturing teams like the leader of the packaging department, leader of the mixing department, and others. In general, they must make sure the non-managerial employees follow the guidelines and standard operating procedures (SOP) implemented to ensure cleanliness, safety, and many more. 8 TYPES OF DEPARTMENTALIZATION 1. Functional departmentalization Bestari Food Malaysia organizes its staff into departments based on functions on how it performs for the company. As a result, Bestari Food Malaysia departs into a few sections: Human Resource department, Production department, Marketing department, Finance department, and others. 2. Product departmentalization When a company has a wide range of goods, product departmentalization is a reasonable choice for better management. Bestari Food Malaysia has produced instant seasoning, chicken stock, spices, and many more. So, each product with a similar process is divided into groups with its development, marketing, and production team. 3. Customer departmentalization Bestari Food Malaysia has different customer bases. So, they use customer departmentalization to allocate for better client servicing. They divide some teams to handle the distribution, payments, and marketing on various types of customers such as national chain retailers like Speedmart, Tesco, walk-in retail customers, and HORECA (hotel, restaurant, and catering) industry. 4. Process departmentalization Process departmentalization is applied in the factory of Bestari Food Malaysia. The employees are categorized into a team to take care of a specific process such as packaging, mixing, boxing, checking, delivery, etc. The benefits are that more focus and attention can be put on those products from scratch. So, it makes it easier for the employees to make sure each product's process is at the most acceptable level, making the output become a high-quality one. 9 III. Human Resource Process Human resource management (HRM) is responsible for locating, recruiting, supporting, and retaining professional and experienced employees. EMPLOYMENT PLANNING, RECRUITMENT, SELECTION AND DOWNSIZING 1) Employment Planning The management certifies that the correct number and types of people are in the right positions at the right time to assist the company in achieving its objectives. Bestari Food Malaysia ensures to hire competent employees by selecting individuals who are knowledgeable and experienced. 2) Recruitment The process of finding a potential employee who meets the job specifications. Bestari Food Malaysia recruits its staff using finding, recognizing, and retaining qualified candidates who can see eye-to-eye with its goals. They recruit staff with qualifications in education related to Diploma in Food Science and degree holders for full-time staff, good health conditions, especially the production staff, committed to their work and dedicated to achieving its goals. 3) Selection It is the process of selecting people that fit the job specifications and choose the best candidates. At Bestari Food Malaysia, they make decisions by gathering and evaluating information about them (age, qualifications, experience, and qualities) through resume submission, and the chosen ones will go to the next level, which is interviews before the process of selection to ensure they only have competent staff. 4) Downsizing Downsizing happens when an organization fires many workers simultaneously.



In Bestari Food Malaysia, downsizing is to save money at crucial times. They only keep the full-time employees and fires the part-timers and ones with a negative performance of work. Some remaining workers will also have unpaid leaves for 3-6 days/month and no overtime until their business can bounce back. 10 DIFFICULTIES DURING PANDEMIC COVID-19 COVID-19 pandemic is an external environment that has thrown the economy into disarray and has affected the performance of most companies, including small and medium-sized businesses (SMEs) like Bestari Food Malaysia. The company experienced a decrease in labour supply due to the movement control order, which limited the number of labourers available. In addition, lockdowns and quarantines result in an ever-increasing reduction in capacity utilization. So, they cannot produce as many as they could on average production days that affected both the demand and supply of the company. Bestari Food Malaysia's huge contributors are mostly national chain retailers like TESCO, AEON BIG, MYDIN, and grocery shops.





Due to limited production, the contributors could not get their stocks of these products as much as before, affecting the sales of both suppliers, Bestari Food Malaysia, and distributors. The demand of their customers is also involved as they could not fulfill their satisfaction due to the shortages of goods of Bestari Food Malaysia. Because of that, a sudden drop in demand and sales has a significant impact on Bestari Food Malaysia as a profitable company. Since consumers cannot go out as frequently as before, the sales have majorly declined and caused a sudden plunge in its performance. Bestari Food Malaysia has gone through problems with its cash flow and financial issues as they do not have enough revenues to roll on its capital.

So, they must go down for downsizing, where they terminate a few staff to cut costs. Some of their permanent employees are given unpaid leave for a few days too.

This has increased the financial burden of many affected people, causing more people to have no money to go through with their lives. However, Bestari Food Malaysia cares for its employees and tries to avoid those problems that keep eating their company. So, they came up with several actions that can be taken to overcome the issues they had because of COVID-19.

**11 ACTION TAKEN TO OVERCOME PROBLEMS**

BESTARI Food Malaysia brainstormed and came up with several actions that can be taken to overcome the problems they encountered due to the pandemic. To level up the descent sales back as usual or even higher, Bestari Food Malaysia has pushed its marketing level on e-commerce by collaborating with online selling platforms like Shopee, Lazada, Panda Mart on Food Panda, Grab Mart, and many more. This can benefit the company as consumers can buy only from home without worrying over the harmful virus that has taken many lives to death, COVID-19. By doing this action, the sales could be escalated to overcome the financial problems. To solve the problems of limited laborers that cause lower output, Bestari Food Malaysia has decided to let the employees do not have any related to production, such as marketing, finance, and human resources teams to work from home. The production team can have more staff on it, increasing the amount of output for the increasing demand from the strategy above. In the factor of humanization, Bestari Food Malaysia will not have to go through a considerable downsizing. Then, more people will have a source of income to live, especially during these challenging times.

Employees with families can also spend more time with their families and reduce the stress of going to the factory with bad traffic in the morning. They also can save more budget on fuel or transportation costs while avoiding the spread of COVID-19 in Malaysia. Not only because of that, but the government has also played its part in supporting SMEs by providing a few additional measures of initiatives for SMEs. It is to overcome their financial problems through the program of Strategik Memperkasa Rakyat dan Ekonomi (PEMERKASA), where many types of initiatives for a different level of businesses of SME Corp., from medium to micro-sized companies. Through that, Bestari Food Malaysia can use it to cover for the loss they had, making them able to firm their position and strive for a better business. They also can use the money to maximize their marketing promotions so that more people will be familiar with the brand.

**12 RECOMMENDATIONS**

1) Create more advertisements to improve marketing. Spending money on marketing is very helpful, especially high-impact marketing strategies to improve Bestari Food Malaysia's business. Many people have already recognized this brand in social media as it has gone viral a few times before in social media. However, we realize that this brand has rarely promoted its brand on television and radio. So, we recommend Bestari Food Company invest with advertisements on television and radio channels with high average viewers and listeners.

2) Hire ambassadors. Ambassadors can be any public figures that have a positive reputation and are loved by society. This can bring more positiveness to society's view of the brand as the insights increase. We recommend Bestari Food Company to recruit famous influencers related to cooking such as Che Nom and Khairul Aming to represent the brand. By that, Bestari Food Company also can gain more trust from society, especially their followers and fans.

Plus, more people will have the confidence to consume goods produced by Bestari Food Company afterward.

3) Improvise packaging. Since the brand's insights have increased, Bestari Food Company should create more variety of sizes of their products' packaging. So, potential buyers who only intend to try once or twice will not be hesitated to buy. They can buy the trim packages and decide on their own to keep consuming more or not. The packaging design should be unique and attractive, differ from other brands, and describe and highlight the products' strong points to allure more buyers.

4) Come up with firm financial plans. To prevent any potential financial difficulties in the future, Bestari Food Company should create a financial plan every year to ensure they have an unclouded and accurate view of their business's finances, as well as a realistic vision on future growth. For example, they can forecast the monthly sales and cash flow, record every expenditure, prepare a statement of financial position annually, make a break-even analysis, and operations plan to ensure efficiency.

13) Revitalize the communication plan within the company and customers. Communication is a vital activity to maintain the connection between every member of an organization and customer. So, we suggest Bestari Food Malaysia make automated emails or messages for the customers to be updated about new promotions and releases. This can make the customers remember about the brand and would not jump to the rival brands. Plus, human resources management (HRM) must always check on its employees to ensure that everyone is okay, especially during this pandemic, where people can quickly get sick mentally and physically.

So, HRM plays a huge role here to keep the communication in the company together by taking care of the welfare of each staff.

**CONCLUSION**

In conclusion, the findings we gained about Bestari Food Malaysia are founded in 2004 under the company of the Synerchem Group. They continuously created and innovated their products. They are certified by JAKIM, MeSTI, and HACCP. Quick ahead to 2019, they have over 40 stock-keeping units (SKU) in their arsenal today. Staying faithful to the motto of making it effortless for everyone to cook, almost all these foods need only water to make and nothing more. Bestari Food Malaysia would like to express its deepest gratitude to every individual and business that supports them throughout all these years. We hope that they will be more successful in the future. There is a lot of knowledge we gained through the assignment. We learned about the span of control, the responsibilities of the chain of command in the organization, how human resources functions, different types of organization, and the importance of planning and strategies. We realize that every business would face difficulties in the operation period. So, organizations must be quick in thinking actions that can tackle the problems. Plus, we can brainstorm together some suggestions to give to Bestari Food Malaysia to improve their business. This has increased our maturity in critical thinking. Then, we learned about the importance of managing time. Above all, without the hard work and determination from every group member, this assignment could not have to be done. Thank you, teammates.

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