



Cardiff Metropolitan University
Prifysgol Fetropolitan Caerdydd
— UXXIC —

INTEGRATED CASE STUDY

ORION FOOD: *“Aligning Strategic Management Tools to Meet Stakeholders Expectations in a Complex and Challenging Business Environment”*

Presented By

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EXECUTIVE SUMMARY

Orion Food (M) Industries Sdn Bhd is a food manufacturing company in Malaysia and it is a wholly-owned subsidiary of the Portwest Group of Companies which is an international diversified corporation. Orion Food Company was formed in 1993 to produce a variety of ready prepared meals for domestic market, as a result of increase awareness in convenience foods which could be prepared at home or the office.

Looking at the analysis of the case study, it shows that Orion Food is faced with tremendous challenges in the domain of marketing management, outdated information systems, complex human resource management. The case also illustrates that the company strategic motive is to expand into European markets, the UK market in particular, to enable them increase their market share and their brand awareness.

This studies aims at providing effective management tools for Orion Food to enable them in determining their business Strengths, Weakness, Opportunities and Threats (SWOT), which will ensure that they design an effective marketing strategy, competitive strategy, growth options and organizational strategy. This will make sure Orion Food achieve profitability in its domestic and international market segments.

Finally, the proposed business plan which was adopted for the company is that of brand promotion improvement and an integrated information systems management project will serve as a recommendation to augment the overall business performance in both the domestic and international markets of Orion Foods, this will ensure that the company's structure is up-to-date with the change in the business environment.

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