

# **MAMEE-Double Decker (M) Sdn Bhd - Strategic SWOT Analysis Review**

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## **Abstracts**

MAMEE-Double Decker (M) Sdn Bhd - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## **Scope**

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

MAMEE-Double Decker (M) Sdn Bhd (Mamee-Double) is a manufacturer and marketer of food and dairy products. The company's product portfolio includes snacks, noodles, dairy products, beverages and biscuits. The company offers chips in various flavors including, nancho; hot; drama; otai; menyengat, and nanja. Mamee-Double offers its products through various brands including Mamee Monster, Cornroz, Mister Potato, Mamee Chef and Double Decker. The company exports its products globally across Asia, Africa, Europe, Oceania and the Middle East. It operates production facilities in Malaysia, Myanmar and Indonesia. Mamee-Double is headquartered in Melaka, Malaysia.

## Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

## Contents

Table of Contents

List of Tables

### **SECTION 1 - ABOUT THE COMPANY**

MAMEE-Double Decker (M) Sdn Bhd - Key Facts

MAMEE-Double Decker (M) Sdn Bhd - Key Employees

MAMEE-Double Decker (M) Sdn Bhd - Major Products and Services

MAMEE-Double Decker (M) Sdn Bhd - History

MAMEE-Double Decker (M) Sdn Bhd - Locations And Subsidiaries

Head Office

Other Locations & Subsidiaries

### **SECTION 2 – COMPANY ANALYSIS**

Company Overview

MAMEE-Double Decker (M) Sdn Bhd - Business Description

MAMEE-Double Decker (M) Sdn Bhd - SWOT Analysis

SWOT Analysis - Overview

MAMEE-Double Decker (M) Sdn Bhd - Strengths

MAMEE-Double Decker (M) Sdn Bhd - Weaknesses

MAMEE-Double Decker (M) Sdn Bhd - Opportunities

MAMEE-Double Decker (M) Sdn Bhd - Threats

MAMEE-Double Decker (M) Sdn Bhd - Key Competitors

### **SECTION 3 – APPENDIX**

Methodology

About GlobalData

Contact Us

Disclaimer

## List Of Tables

### LIST OF TABLES

MAMEE-Double Decker (M) Sdn Bhd, Key Facts  
MAMEE-Double Decker (M) Sdn Bhd, Key Employees  
MAMEE-Double Decker (M) Sdn Bhd, Major Products and Services  
MAMEE-Double Decker (M) Sdn Bhd, History  
MAMEE-Double Decker (M) Sdn Bhd, Other Locations  
MAMEE-Double Decker (M) Sdn Bhd, Subsidiaries  
MAMEE-Double Decker (M) Sdn Bhd, Key Competitors

### COMPANIES MENTIONED

Three-A Resources Bhd  
Rex Industry Berhad  
Nissin Foods Holdings Co Ltd  
Nestle (Malaysia) Bhd  
Munchy Food Industries Sdn. Bhd.  
Cerebos Pacific Ltd

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