**This is 450 words MBA level assignment from Research Methodology subject from Malaysia university. Word count exclude table of content, tables and references. Copy rate must be between 3% - 5%. Ask if you need more clarification. Purpose of this assignment is to review Chapter 1 Introduction on “Relationship between entrepreneurial marketing and firm performance of Apollo Food Holdings Berhad. Only answer “?” inside this Word document.**

**CHAPTER 1 INTRODUCTION**

**1.2.3 Malaysia confectionery manufacturing industry**

1) 70 words. Analyse definition of Malaysia confectionery manufacturing industry, what are categorized under Malaysia confectionery manufacturing industry.

Answer:

**Malaysia confectionery manufacturing industry is ? (citations).**

2) 140 words. Analyse four (4) statistical facts and figures on classifications in Malaysia confectionery manufacturing industry

Answer:

**statistical facts and figures on classifications in Malaysia confectionery manufacturing industry include:1. ? (citation).2. ? (citation).**

**3. ? (citation).4. ? (citation).**

3) 140 words. Analyse four (4) statistical facts and figures on growth of Malaysia confectionery manufacturing industry

Answer:

**statistical facts and figures on growth of Malaysia confectionery manufacturing industry include:1. ? (citation).2. ? (citation).**

**3. ? (citation).4. ? (citation).**

**1.7 Chapter Summary**

1) 90 words. Review each subheading to summarise key findings from this chapter 1

Answer:

**findings from this chapter 1 is ?.**

2) 10 words. Introduce the next subheadingis Chapter 2 Literature Review.

Answer:

**?.**

**References**

**- Work done required 9 references with APA referencing format (must be mixture of source from journal articles, books and reports published above year 2015).**