

JOHOR CORPORATION
A CASE STUDY ANALYSIS

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TABLE OF CONTENTS

Item	Page
Executive Summary Letter	01
1.0 Case Summary / Background	02
1.1 Identify The Firm's Existing Mission	34
1.2 Identify The Firm's Existing Objectives	34
1.3 Identify The Firm's Existing Strategies	34
2.0 Develop Own Mission Statement For The Organization	35
3.0 Problem Identification	36
4.0 SWOT Framework	
4.1 Identifying The Organization's External Opportunities/Threats	37
4.1.1 Opportunities	
4.1.2 Threats	
4.1.3 EFE Matrix	
4.2 Identifying The Organization's External Strengths/Weaknesses	39
4.2.1 Strengths	
4.2.2 Weaknesses	
4.2.3 Internal Factor Evaluation Matrix	
4.2.4 Financial Ratios	

5.0	Matrixes	
5.1	TOWS Matrix	44
5.2	SOACE (Strategic Position And Action Evaluation) Matrix	45
5.3	Grand Strategy Matrix	47
5.4	Competitive Profile Matrix	49
6.0	Matrix Analysis and TOWS Summary	51
7.0	Quantitative Strategic Planning (QSPM)	52
8.0	Long Term Objectives And Alternative Strategy	55
8.1	Long Term Objectives	
8.2	Alternative Strategies	
9.0	Strategy Implementation (Policies & Allocate Resources)	67
	McKinsey 7S Implementation Framework	
9.1	Strategy	
9.2	Structure	
9.3	System	
9.4	Style	
9.5	Shared Value	
9.6	Staff	
9.7	Skills	
10.0	Conclusion	71

A CASE STUDY ANALYSIS ON JOHOR CORPORATION (JCorp)

Executive Summary Letter

Johor Corporation (Jcorp) was incorporated under the Johor State Economic Development Corporation Enactment No. 4, 1968 (Amendment 5, 1995) as a development agency and public enterprise. The Corporation is principally engaged in developing land for the purposes of industrial, agricultural, property, logging and in corporate activities. Its been called **Johor State Economic Development Corporation** was designed its establishment to break away from bureaucratic binds of a regular government department and to become a commercially-oriented investment arm of the Johor State Government. Within the context of Malaysia's New Economic Policy that has been launched in 1970, Jcorp. was been assigned with the responsibility of making a success of the Government's affirmative action program so vital to the nation's need to sustain social harmony and political stability. In our analysis, we found out that :

1. Johor Corporation still can proceed with their existing mission but they should take in concern the cost of maintenance : *the cost of maintenance is high*. The purpose of this is to confirm that the liabilities are not more than assets because of low profit.
2. Johor Corporation still can maintained their existing objectives because there is no obstacle for them to proceed what they want to achieve.

Johor Corporation still can maintained their existing strategies but some alteration should be make such as restructuring the organization to ensure that they are in the right track or path. They also should think about reducing bureaucracy because of their competitive advantages. Concentrating on few activities that brings high pfofit/margin should take into consideration because too much activities can bring lost of concentration about its development.