POTENTIAL OF CUSTOM FREIGHT AGENT
DEPARTMENT OF KUALA LUMPUR AIRPORT
SERVICES TO BECOME INTERNATIONAL FREIGHT FORWARDER

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NOVEMBER 2010
Hereby declare that,

• This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.

• This project-paper is the result of my independent work and investigation, except where otherwise stated.

• All precisely extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

Signature:

INTAN NADIYA BINTI TORMUDZI
LETTER OF SUBMISSION

November 2010

Project Advisors,

Faculty of Business Management,
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Attn: Prof. Madya Puan Hjh Mariamah Bt Mohd Ali
            Encik Zaki bin Sadik

Dear Madam / Sir,

Submission of Project Paper (BM226)

Enclosed please find my submission of project paper title “Potential of CFA to Become International Freight Forwarder” for your evaluation.

This dissertation is to be submitted to Universiti Teknologi MARA as a partial requirement for the completion of the Industrial Training course assessment.

Thank You.

Yours faithfully,

INTAN NADIYA BINTI TORMUDZI

DATE: NOVEMBER 2010
This paper investigates the potential and opportunity of KLAS Custom Freight Agent department as a freight agent to become international freight forwarder in future. It consists of investigating the important elements that CFA need to understand in order to adapt internationalization in its business. The first element is research on the opportunity and threat faced to enter into international business environment. Second is to gauge the performance and achievement of CFA in order to know whether CFA is able or may manage to become internationalize. The findings presented will focus on this main issues.
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