The Study on Impacts of Strategic Planning at Malaysian Airlines Cargo Sdn Bhd (MASkargo) Malaysia.

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DECLARATION OF ORIGINAL WORK

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"DECLARATION OF ORIGINAL WORK"

I, MOHAMAD FAIS BIN MOHD DURAHIM, (I/C Number: 880528-23-5309)

Hereby, declare that:

• This work has not previously been accepted in substance for any degree, locally or overseas, and is not being currently 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 verbatim extracts has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ___________________________ Date: April 2011
LETTER OF SUMMISSION
29 APRIL 2011

Siti Normah Bte Awang Tuah
Program Coordinator,
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Dear Madam,

SUMMISSION OF PROJECT PAPER

Attached is the project paper titled “The Study on Impacts of Strategic Planning at Malaysian Airlines Cargo Sdn Bhd (MASkargo) Malaysia” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Technologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The purpose of this study is to indicate impact of strategic planning in MASkargo business cycle. It is the further investigation of the result of strategic planning in all the business activities. In this study it will help the organization to ensure the correct action in the industry. The issue of strategic planning is significantly importance as it is the indicators of the right actions.

As the region enters the digital 21st century with new economy, all organizations are looking forward to upgrade their businesses and lay down the strategic planning to make known of their existence in the globalize and challenging industry. Therefore this paper discusses the result of implementation of strategic planning which are beneficial toward the company. Analysis of survey responses based on 50 respondents from position executive and non-executive different department found that most of the variables in the study significantly contributed towards the implementation of strategic planning in MASkargo Sdn Bhd.

Keywords: Strategic Planning, Performance, Decision Making, Competitiveness
Paper type: Research
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