COMPETITOR’S ANALYSIS:
AN EMPIRICAL STUDY ON
SIRIM QAS INTERNATIONAL SDN. BHD.

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APRIL 2010
DECLARATION OF ORIGINAL WORK

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“DECLARATION OF ORIGINAL WORK“

I, NURHAMIZAH BINTI AMENZAH, (I/C Number: 861226-43-5950) 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, expect where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ___________________________ Date: ______________
LETTER OF SUBMISSION

26 April 2010

En. Norazman Bin Harun
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “COMPETITOR’S ANALYSIS: AN EMPIRICAL STUDY ON SIRIM QAS INTERNATIONAL SDN. BHD.” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

Nurhamizah Binti Amenzah
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Bachelor of Business Administration (Hons.) Marketing
ABSTRACT

The main issue of this report is on analysis towards competitors of SIRIM QAS International Sdn. Bhd. I manage to know some of the competitors from the Corporate Affairs and Marketing Department. They keep track the competitors from time to time in order to compete aggressively.

The purpose of this study is to know which part of competitor’s must be analyzed. The important point may help SIRIM QAS International Sdn. Bhd. to know the strength and weaknesses of themselves and also competitors.

The method that I am using to get information is by observing the competitor’s website. Normally, they state all of information directly. Since I have been assign by the department to analyze the competitor’s website, I get more experience and get to know the competitors better. Then, I am also referring to other types of secondary data such as journal, pamphlet and websites to complete this report.

The expected finding from this study can be use by the Affairs and Marketing Department to know the other way of analyzing competitors other than the SWOT itself. They may use it as reference to success and get higher achievement compare to the others.
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