"THE STRATEGIC PLANNING DEVELOPMENT: A CASE STUDY OF KOPERASI PERMODALAN KELANTAN BERHAD"

NORHAZRINI BINTI MAMAT YUSOF
2006211786

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FAKULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KELANTAN

NOV 2008
DECLARATION OF ORIGINAL WORK

I, NORHAZRINI BINTI MAMAT YUSOF I/C NUMBER: 831124035860

Hereby declare that:

➢ This work has not 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 verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

SIGNATURE: ___________________________ DATE: 17/11/2004
CHAPTER 1 INTRODUCTION

1.0 INTRODUCTION 1
1.1 BACKGROUND OF THE STUDY 2
1.2 PROBLEM STATEMENT 3
1.3 THE SCOPE OF STUDY 3
1.4 RESEARCH OBJECTIVE 4
1.5 RESEARCH QUESTION 5
1.6 RESEARCH STRUCTURE 7
1.7 THEORETICAL FRAMEWORK 8
1.8 SIGNIFICANCE OF THE STUDY 10
1.9 LIMITATIONS OF THE STUDY 10
1.10 CONCLUSION 11
ABSTRACT

This study is to develop a strategy and offer strategic formulations and recommendations. The research context is on analyzing the company's external and internal environments. This study is collaboration of an analysis of company's strengths, weaknesses, opportunities and threats and matching strategies necessary for the selection of the appropriate strategic activities.

Several interviews and focus groups were conducted at KPKB to gain insights into KPKB's competitive advantages and disadvantages. An analysis of the strengths, weaknesses, opportunities and threats of KPKB revealed several competitive advantages that the company possesses over its rivals as well as some areas of weakness that can be improved. The methods used in this study are both primary and secondary data.

Thus, using SWOT analysis, the matching strategies were developed. From the matching strategies and SWOT analysis was used to develop strategic business plan for KPKB together with a set of recommendations in very specific issues, which the company should address.

Finally, there are specific strategies developed. This study includes a proposed expansion plan (based on a strategic analysis conducted for KPKB) and teaching case study for use in management of KPKB.
CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This study pertains to identification of strategic business activities within the next five years for the stated company that is, Koperasi Permodalan Kelantan Berhad (KPKB). The research context encompasses analyzing the company’s external and internal environments. This study collaborates with a popular and widely used several strategic tools called SWOT analysis. These collaborations allow the study to perform matching strategies necessary for the identification and selection of appropriate strategic activities, necessary for the company under study.

This study is divided in six chapters. Chapter 1 discusses on the introduction of the research and gives the background of the company; Chapter 2 focuses to look at relevant literature that relates to the study; Chapter 3 discusses the methodology of the research followed by the analysis and findings in Chapter 4. Chapter 5 is the ranking profile of the strategic options. The results of the study that is focus on conclusion and recommendations will be presented at the end in the Chapter 6.

1.1 BACKGROUND OF THE STUDY

KPKB is a company that main activity is buying and selling gold jewellery under the Islamic pawn – broking concept of Ar-Rahn. The company is based in Kelantan and currently have branches in Malaysia.

From the respective of KPKB, this study is of importance and interest. The organization during the past couple of years has seen a dramatically increased in demand of its services. The task of this study is to collect and analyze all relevant