



**LOCATION AWARENESS IN MANAGING BUSINESS OF PETRONAS
TRADING CORPORATION SDN. BHD. (PETCO)**

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“DECLARATION OF ORIGINAL WORK”

I, Shazrizana Binti Rosli, (I/C Number 871004-56-5556)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees
- This research paper is the result of my independent work and investigation, except where otherwise stated
- All verbatism extracts have been distinguish by quotation marks and sources of my information have been specially acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

28TH APRIL 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “LOCATION AWARENESS IN MANAGING OF PETRONAS TRADING CORPORATION (PETCO)” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Your sincerely.

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ABSTRACT

Location factors are very important to many organizations. A good location factor may promise a good feedback from the customers or even the supplier towards the products and services offered. This project paper is to assess Location factors strategies that PETRONAS Trading Corporation Sdn. Bhd. managed to make a business with other countries. The objective of this research is to investigate the level awareness of location such as political, economic, societal, technological and legal that PETRONAS Trading Corporation Sdn. Bhd. dealing with.

The research title “Location Awareness in Managing Business of PETRONAS Trading Corporation Sdn. Bhd. (PETCO) had been conducted to obtain the results at PETRONAS Trading Corporation Sdn. Bhd. (PETCO). This research has been answered by 56 respondents through questionnaire. The data had been analyzed by using Statically Package for Social Science (SPSS) version 17.0 has been used to summarize the data. Based on this research, the results indicates that political and technological are the elements that contribute most in location awareness. As a conclusion, the results of the findings from the analysis shows that political and technological factors influence the location awareness in managing a business towards PETRONAS Trading Corporation Sdn. Bhd. (PETCO). Thus, recommendation is included in this project paper, in order to help PETRONAS Trading Corporation Sdn. Bhd. to increase the level of location awareness in managing business strategies and reduce the risk of the company’s revenue.