



***MARKET SHARE COMPETITIVENESS IN  
AUTOMOBILE INDUSTRY***

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## **ABSTRACT**

The competitiveness of the manufacturing sector is evidenced by the undertaken of a strategic shift towards using more capital-intensive production technology. Manufacturing sector continue to provide to real GDP growth in 1996. It will continue to provide the growth in 1997.

With respect to the above, market share has been taken as a measurement for the competitiveness of the automobile industry in Malaysia. To measure the potential of gaining the market share, several factors are examined. These factors include product quality, price, advertising, distribution and promotion. These factors do not guarantee any success or failure but it does leave an impact to the automobile industries.

By analysing the factors, it can be concluded that product has the possibility of gaining the market share at 90% Confidence Level. However, there are other possible factors such as brand extension, cost and Return On Investment that can contribute to the market share. Due to time constraints, the study on the factors cannot be undertaken.

The outcome of the study also concluded that gaining market share is a strategy for corporate growth in the automobile companies.

However, it is rather difficult to determine an exact amount of market share. The factors that constitutes to the market share varies. Overall, market share is essential in obtaining the optimal profit for the manufacturing industry as a whole and continue to reap benefits from the expansion in world trade.

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