



**A STUDY TO IDENTIFY THE COMPETITIVE STRATEGY USED BY
UNSUR HEBAT SDN BHD' KOTA KINABALU**

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DECLARATION OF ORIGINAL WORK



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SABAH**

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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, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Wirdana Kesuma Binti Mohamad Jaya

Date: 17th June 2016

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ABSTRACT

This research is an attempt to identify the competitive strategy used in Unsur Hebat Sdn Bhd, Kota Kinabalu Sabah. Over 10 questionnaires were distributed during the study. The researcher identified that there are two (2) independent variables involved in this study namely External Environment and Organizational Resources and Capabilities. In the findings, it is shown that External Environment have a perfectly positive relationship with the dependent variable. The dependent variable in this study is the Competitive Strategy which consist of Cost Leadership, Differentiation and Focus. Respondents involved in this study are all the staff that worked in Unsur Hebat Sdn Bhd.