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**THE STUDY OF : TO WHAT EXTENT WILL
MWRKERTING STRATEGIES ADOPTED BY PERODUA BE
EFFETIVE IN A MORE OPEN MALAYSIA AUTOMOTIVE
MARKET IN PREPARING FOR SUSTAINABLE COMPETITIVE
ADVANTAGE IN POST AFTA CIRCUMSTANCE ?**

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ABSTRACT

This study was intended to understand how establishing a marketing oriented culture could help prepare Perusahaan Otomobil Kedua (Perodua) Sdn. Bhd. (Pte. Ltd.) for the impact of globalisation and liberalisation with the implementation of the Association of South East Asian Nations (ASEAN) Free Trade Area (AFTA) agreement. As Malaysia's second national car maker, Perodua had enjoyed over a decade of government protection. This will all change in the post AFTA era when Perodua must be more competitive in the regional market that is anticipated to be more open and intense. It has to do so to brace itself for the assault of more powerful global brands expected to enter the region in order to defend domestic market share and grow their foreign markets to ensure survival let alone prosperity.

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