



CASE STUDY

MBA UiTM CAWANGAN JOHOR

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GLOBAL BUSINESS STRATEGY AND SUSTAINABILITY

CONTENTS

Enriching the Al-Quran Supply Chain: The Impact of 4G Networks	6
Funding Strategies for Business Development: Sustainability and Growth	15
Acquisition as Entry Modes: Winning or Losing?	20
Service Value Chain: Profit Value Chain	31
Managing Perception and Expectation in Healthcare Sector	37

Case Study: Global Business Strategy And Sustainability

SERIES 1

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Contents

Enriching the Al-Quran Supply Chain: The Impact of 4G Networks	6
Funding Strategies for Business Development: Sustainability and Growth.....	15
Acquisition as Entry Modes: Winning or Losing?	20
Service Value Chain: Profit Value Chain	31
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Enriching the Al-Quran Supply Chain: The Impact of 4G Networks

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ABSTRACT

Businesses are compelled to keep up with the most recent innovations and to react to emerging global needs and opportunities as information and communication technologies develop quickly and exponentially. Supply chains are becoming continuously automated through digitization, which necessitates the consideration of innovative services to maintain the effectiveness and efficiency of the value chain. The new network enhancements incorporated in 4G networks enhance the significant expectations along the value chain given the impending technological breakthroughs. The importance of 4G telecommunications in supporting various value chain activities are highlighted in this study.

Keywords: supply chain, 4G telecommunication

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SPECIAL NOTE

The organizations, the personnel, the characters, and venders as well as state holders (in any appearance) are an imitation, and don't represent any real character or organization. If some coincidence occurs and resemblance conflicts with any real character or any organization, this should be known that it is not done on purpose as the writers of this case study acknowledge the respect and importance of the anonymity and privacy of each individual relevant in any respect.

INTRODUCTION

Founded in 1985, HayLight Publishing is a subsidiary of the HayLight Foundation located in crossroads of Europe and Asia. The firm provides printing copies of the Qur'an in tawafuq, a leading in prints and distributes the copies of the Qur'an in the Turkey and has one of the largest printing houses exclusive for the Qur'an in the world cover an area of 14,000 m². HayLight Publishing offers more than 120 varieties of product to the lovers of the Qur'an and it has been exported to all parts of the world, with European countries as the main destinations. The firm constantly participated in the largest worldwide book fairs such as Cairo and Frankfurt. The copies of the Qur'an are handwritten by A.H.A, certified as error-free and sealed by Turkish Religious Directorate and Egypt Azhar University.

At the early of its establishment, the Qur'an were printed on straw paper. Because of its profound significance, the firm started to publish the Qur'an copies on the premium paper. The water that used to clean the printing house was not flushed into the sewage system because the ink and the tiny pieces of paper that mix into waste. The water and soil are blended in a different facility built by HayLight Publishing.

4G IN THE CONTEXT OF VALUE CHAIN SUPPORTING ACTIVITIES

This study analyses activities support the primary activities and enhance HayLight effectiveness and efficiency which includes infrastructure, human resource management, technological department and procurement.

1) Infrastructure

The infrastructure within HayLight Publishing plays a crucial role in supply chain management which consists actual facilities, including the main building, warehouses, and distribution centres. The company requires proper telecommunications infrastructure to operate efficiently due to the growing number of wireless IT applications. In this situation, 4G networks make it easier to integrate IT systems and leverage procedures and actions. The network manages the load of the current communications infrastructure due to the rise in Internet of Things (IoT) devices and the requirement for universal standards for machine-to-machine communication. Additionally, 4G networks can provide location and broadband services to mobile end user devices, enabling engagement with vast amounts of material from any location and on any device. This in turn appeals strongly to HayLight and its personal users. The high node density per cell, the frequent spectrum starvation scenarios, and other challenges linked to unpredictable channel conditions can all be addressed by 4G users. This is due to the possibility of segmenting and separating the 4G network into distinct slices, which would result in a significant architectural change toward a user- or even human-centric network rather than an operator-centric one. As a result, HayLight Publishing is able to build the information infrastructure needed by them to take advantage of the most recent technological advancements and reap several economic benefits

from implementing new technology that includes value-added features and changes to work procedures, organisational structure, and the sociocultural context among Qur'an users.

2) *Human Resource Management*

An implementation of 4G technology could greatly improve workforce flexibility and aid in the redeployment of human resources while reducing the time and expense associated with relocation. The 4G aided workforce would have access to a constant and continuous high-speed internet connection, as well as services that allow for immediate and wireless voice-over-IP (VoIP) communications. As such, virtual reality application also enables the user to have on time response thru HayLight virtual chat box. Furthermore, the changes via 4G are quite likely to make it easier for HayLight employees to communicate business processes through services like planning, networking, and collaboration. In a nutshell, investment in information technology could boost business productivity generally and practically productivity of human resources.

3) *Technological Department*

To response towards emerging global need and challenging customer requirements, it is pivotal for HayLight to enhance their organizational capacities and maintain their competitive position. Due to information sharing across 4G networks that simplifies multimedia content, an aftermath of open organisational structure that promotes innovation and directs the creation of new technology-based goods is created. HayLight could benefit from 4G network-based applications thru massive streams of information that are used to evaluate the performance of products and equipment as well as serve as a

springboard for future technological advancements and product upgrades. Therefore, 4G communication networks have the potential to provide significant data bandwidth, limitless networking capability, and wide-ranging signal coverage that allow forward-thinking to maximise technological benefits and subsequently create a rich variety of high-quality personalised offerings.

4) Procurement

Procurement is a complex process that vary from evaluating purchase decision to providing performance feedback. Therefore, there is a crucial need for digitization regardless of information and process of supply chain in HayLight thru adoption of e-procurement that enable the employee to order, sourcing, tendering, auctioning and negotiations via network. As such, e-ordering reduce order transmission times and increases inventory levels, demonstrating the beneficial relationship between e-procurement and organisational supply chain performance. Since HayLight operate across the world, 4G network helps procurement by providing dynamic data such as purchase order status and current supplier and source files. Due to accuracy and streamline of 4G, an integration of procurement process enhances the cooperation across organisational boundaries.

4G IN THE CONTEXT OF VALUE CHAIN PRIMARY ACTIVITIES

This study analyses core activities directly involved in creating and delivering a product or service in HayLight which includes inbound logistics, operations, outbound logistics, marketing and sales as well as after-sales services.

1) Inbound Logistics

Creating strong partnerships with suppliers and logistics service providers for current and unique scenarios is the overarching goal of inbound logistics. Several technical solutions, including Radio Frequency Identification (RFID), Wireless Sensor Networks (WSN), and Global Positioning Systems (GPS) have been used to leverage inbound logistics in order to fulfil these aims. For instance, the adoption of RFID could enable HayLight in the supply chain to automate manual processes, lower human error rates, and enhance the traceability and availability of things. The implementation of the 4G network could enhance the speed and performance, providing low latency, extended battery longevity for IoT, greater storage capacity, and higher efficiency. The common warehouse management concerns, such as accidents and collisions during order picking, might be considerably decreased by the 4G-enabled IoT sensors since they would provide an unprecedented higher level of situational awareness, which is a vital priority in warehousing activities.

2) Operations

The 4G network enhance the communications within HayLight and increase its manufacturing flexibility thru optimization of time-critical processes such as supporting lean manufacturing (i.e., minimising waste of water and ink), total quality management (i.e., zero-defects printed Qur'an), increase process efficiencies and improve working conditions. Additionally, the usage of

sensors that is linked with a camera powered by 4G help deliver feedback to control centres, enable the operator to monitor the printing process remotely, leading an efficiency, productivity, and flexibility. Thru the implementation of the 4G network, an automation of manufacturing process allows HayLight to respond swiftly to the potential changes and disruption in printing process rather than manually monitor the issue. With stable connectivity, HayLight have a better visibility and monitoring for potential machinery problems, enabling more advanced preventive maintenance. The visualisation of this capability that results from 4G's assistance in properly synchronising virtual manufacturing processes (such as simulation) with their physical counterparts (such as machine operations) enables the making of an informed decision on predictive maintenance intervals.

3) *Outbound logistics*

The rapid advancement and accessibility of technological solutions have enabled more reliable and efficient handling of goods throughout HayLight supply chain. The 4G network in logistic allow the firm to expands its logistic information system, reduce time taken to collect and transmit information and established real time collection, visualization, and intelligence that cater the needs of its supply chain partners. Moreover, the 4G network support the logistic activities thru its enhancement vehicle-to-vehicle connectivity in delivered the Qur'an to the buyers which in turn, heighten a real time machine-to-machine communication (M2M).

4) *Marketing and sales*

To engaged with the buyers, it is vital for HayLight to have a customized communication between the sales person and the buyers by meeting the

demand of each party. The usage of 4G networks consistently open up a new potential for marketing and sales activities, which is important in keeping pace with the trend of smart products and services such as mobile application. Additionally, 4G networks provide an interactive marketing framework that allows for real-time communication of offerings through high-speed mobile marketing channels, enhancing the commercial customer experience and enabling access to extensive marketing datasets. The connectivity of 4G allowed the salesperson to instantly identify buyers' locations, their interactions with in-store beacons, social media platforms, digital entertainment, and smart city services lead to effective communication. Due to fast connectivity of 4G network, along with sophisticated management and data capabilities, the buyers could view the visual of Qur'an in ultra-HD resolution, 360-degree technology, or using augmented reality components in real time. Furthermore, an implementation of the 4G network most likely to reduce marketing cost as the technology would reduce the bounce rates and maximise click-through rates.

5) *After-sales services*

Occasionally, 4G network would significantly ease after sales services offered by HayLight since the network enables service-providing to achieve high level of responsiveness and agility in addressing consumer complaints. The high degree of connectedness makes it possible to automate and standardise after-sale services, keep a track of client purchases, complaints, preferences, and replies to specific post-transactional features.

CONCLUSION

Communication and telecommunication networks are essential component of managing value chain activities; it goes hand by hand. As telecommunication networks grow, it is crucial to have a control over information and necessity to process and transmit data swiftly to retain efficiency and acquire a competitive edge. The incorporation of 4G network into the value chain of HayLight Publishing brings an advantage to the firm in gain competitive edge as it will enhance numerous improvements for its core operations.