



THE STUDY ON FACTOR THAT INFLUENCE
SUSTAINING EQUITY GROWTH AND VALUE
CREATION THROUGH INTRAPRENEUR VENTURE
OF SINDORA BERHAD

AZMIL BIN MAJID

2008290542

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM) MELAKA

APRIL 2010

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Submitted in Partial Fulfillment
of the requirement for the
Bachelor of Business Administration
(Hons) International Business

Faculty of Business Management
Universiti Teknologi MARA (UiTM), Melaka

APRIL 2010

DECLARATION OF ORIGINAL WORK



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MELAKA

“DECLARATION OF ORIGINAL WORK”

I, AZMIL BIN MAJID, (871014-23-6203)

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: _____

Date: _____

LETTER OF SUBMISSION

Date of submission

30th April 2010

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
40450 Shah Alam
SELANGOR DARUL EHSAN

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE STUDY ON FACTOR THAT INFLUENCE SUSTAINING EQUITY GROWTH AND VALUE CREATION THROUGH INTRAPRENEUR VENTURE OF SINDORA BERHAD" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Yours sincerely

AZMIL BIN MAJID

2008290542

Bachelor of Business Administration (Hons) International Business

ABSTRACT

This report is aim to investigate whether the shift into Intrapreneur Venture as a new core business is indeed for the better and effective in enhancing Group performance or not. The IV concept involves an equity acquisition where the intrapreneurs are expected to continue spearheading and growing their businesses. Sindora, as a public listed company, will provide the institutional support, accessibility to financial instruments, and other corporate resources it is capable of rendering. This report also is aim to find out whether the claims made by the corporate sector while going for M&As to generate synergy, are being achieved or not while going for mergers and acquisitions (M&A) management smell financial synergy or/and operating synergy in different ways.

The shift into Intrapreneur Venture as a new core business is indeed for the better, leading Sindora towards a newly defined, exciting and challenging corporate destiny. The study will cover up the strategic planning of Sindora group and the data will be collect from Sindora Annual report, historical background, strategic planning and progress financial reports and also achievement through their new legacy. Then the study will show whether the shift into Intrapreneur Venture as a new core business is indeed for the better, leading the Group's toward a newly defined, exciting and challenging corporate destiny. The information that gathers and findings will be used to improve the performance and effectiveness of Sindora's Intrapreneur venture business and also will enhance Group income. The purpose of the finding is to apply on strategic direction of Sindora Berhad group.