



**POTENTIAL OF CUSTOM FREIGHT AGENT
DEPARTMENT OF KUALA LUMPUR AIRPORT
SERVICES TO BECOME INTERNATIONAL FREIGHT
FORWARDER**

INTAN NADIYA BINTI TORMUDZI

2008711965

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

NOVEMBER 2010



BBA (HONS) BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

INTAN NADIYA BINTI TORMUDZI

2008711965

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 precisely extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

Signature:

INTAN NADIYA BINTI TORMUDZI



LETTER OF SUBMISSION

November 2010

Project Advisors,
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka

Attn: Prof. Madya Puan Hjh Mariamah Bt Mohd Ali
Encik Zaki bin Sadik

Dear Madam / Sir,

Submission of Project Paper (BM226)

Enclosed please find my submission of project paper title "Potential of CFA to Become International Freight Forwarder" for your evaluation.

This dissertation is to be submitted to Universiti Teknologi MARA as a partial requirement for the completion of the Industrial Training course assessment.

Thank You.

Yours faithfully,

INTAN NADIYA BINTI TORMUDZI

DATE: NOVEMBER 2010

ABSTRACT

This paper investigate the potential and opportunity of KLAS Custom Freight Agent department as a freight agent to become international freight forwarder in future. It consists of investigating of the important elements that CFA need to understand in order to adapt internationalization in its business. The first element is research on the opportunity and threat faced to enter into international business environment. Second is to gauge the performance and achievement of CFA in order to know whether CFA is able or may manage to become internationalize. The findings presented will focus on this main issues.

TABLE OF CONTENTS

| | PAGES |
|---|-------|
| COVERPAGE | i |
| DECLARATION OF WORK | ii |
| LETTER OF SUBMISSION | iii |
| ACKNOWLEDGEMENT | iv |
| ABSTARCT | v |
| TABLE OF CONTENTS | vi |
| | |
| CHAPTERS | |
| 1.0 INTRODUCTION | |
| 1.1 BACKGROUND OF STUDY | 1-2 |
| 1.2 BACKGROUND OF COMPANY | |
| 1.2.1 KUALA LUMPUR AIRPORT SERVICES SDN BHD | 3-4 |
| 1.2.2 KLAS CUSTOM FREIGHT AGENT | 5-6 |
| 1.2.3 MISSION AND VISSION | 7 |
| 1.2.4 ORGANIZATION CHART | 8 |
| 1.3 ISSUES / PROBLEM IDENTIFICATION | |
| 1.3.1 RESEARCH PROBLEM | 9 |
| 1.3.2 RESEARCH OBJECTIVE | 10 |
| 1.3.3 RESEARCH QUESTION | 10 |
| 1.3.4 SIGNIFICANCE OF STUDY | 11 |
| 1.3.5 LIMITATION OF STUDY | 12 |
| | |
| 2.0 LITERATURE REVIEW | |
| 2.1 INTRODUCTION | 13 |
| 2.2 GLOBALIZATION OF MARKET AND INTERNATIONALIZATION OF FIRM | 14 |
| 2.3 NETWORKING | 15-16 |
| 2.4 IMPORT | 16 |
| 2.5 EXPORT | 17 |
| 2.6 COMPETITORS | 18 |
| 2.7 SWOT ANALYSIS | 18-20 |
| 2.8 TRANSPORTATION | 21 |